

CHEMIST & DRUGGIST

The newswweekly for pharmacy

a Benn publication

March 28 1981

Chairman for panel named

Computers in pharmacy: development in POS systems

Commission clears full-line forcing

Bargain Offers Order to be reviewed

A future in counter prescribing

oliday remedies
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CHEMIST & DRUGGIST

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March 28 1981

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CONTENTS

Chairman for
review panel 568

Full-line forcing
cleared
Monopolies Commission reports 569

Bargain offers
OFT seeks comments following
criticism of loopholes 570

Computers in
pharmacy
Development in POS systems 595

Holiday remedies
Special feature 600

Comment 567

Topical reflections by Xrayser 573

Prescription specialities 577

Counterpoints 579

Points of law 590

A future in counter-prescribing 606

PSNI dinner 608

Letters 610

Business news 612

Appointments 613

Market news; coming events 614

Classified advertisements 616

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COMMENT

Under threat

It is right and necessary that the distributive industry should speak with a common voice whenever possible, and for some years now that voice has been the Retail Consortium, formed from the Association of Retail Distributors, the British Multiple Retailers Association, the Co-operative Union, The Mail Order Traders' Association, the National Chamber of Trade, the Specialist Retailers Group and the Voluntary Group Association. It is a formidable membership list and naturally carries considerable weight, but the list also contains, inevitably, the seeds of conflicting interest.

One such case has arisen, we would suggest, over the future of the Distributive Industry Training Board which, in common with the other training boards, is under threat from a Government committed to eliminating the maximum number of "quangos" and the like. The Retail Consortium chairman, Lord Peart, has written to tell the Secretary of State for Employment that the DITB has "outlived its usefulness and should be abolished as soon as practicable."

This, states Lord Peart, is the "unanimous view of our constituent members"—but is it necessarily the view of all the constituents of the constituent members? The National Pharmaceutical Association is clearly a case in point, and C&D's inquiries this week brought an immediate rejection of the Consortium's position. "We support the DITB and hope it will continue," said Mr Tim Astill, NPA deputy secretary.

Indeed, it would be strange if the NPA were not looking to protect the Board, because it has only recently appointed a training development officer, Mrs M. A. Benson, whose

first project is to devise a series of training programmes with "substantial" grant-aid from the Board. In fact the Board has done a great deal to stimulate and improve training standards in retail pharmacy. It will be recalled that the NPA itself took the lead in establishing the Pharmacy Assistants Training Board as a forerunner to the DITB, and has both before and since been keen to sponsor courses and other training for all who work in the pharmacy.

But the real point at issue is the role of DITB. Like other Boards its first purpose was to both encourage training per se and to spread the cost of that training among all employers who would eventually benefit—rather than, as of old, leave it to be shouldered by the few. (Coincidentally, Mr Alan Smith, PSNC chief executive, was only this week applauding the new arrangements whereby pharmacists who train preregistration graduates receive a direct allowance, rather than have the money divided equally among the trainers and the non-trainers.)

But once that initial role was fulfilled, the Board has been able to provide considerable help to specialist retail trades such as pharmacy by adapting industry-wide techniques and literature to their specific needs in a way that could never be independently financed by the voluntary trading groups, single retailers or groups, or even NPA itself.

Retailing has a high rate of staff turnover and the need for good, formalised training will not go away because the Government has chalked up another political victory. It is a pity, therefore, that the Consortium's position takes no account of minority views. After all, the Boots of this retail world trained well before DITB and will do so after its demise. They hardly need the Consortium to speak for them. ■

Chairman for panel named

The chairman of the review panel on pharmacy contractors' remuneration is to be Mr Edward Gibbons. A solicitor, he was previously legal adviser to British Insulated Callender's Cables Ltd and is a past chairman of the commerce and industry group of the Law Society.

Mr Gibbons was nominated by the president of the Law Society and has accepted appointment following approval by both the Pharmaceutical Services Negotiating Committee and the Department of Health. It is expected that approaches will now be made to other nominated panel members. Mr Gibbons is understood to be "very highly thought of" in his professional circles. ■

Advice on claiming VAT repayments

Many pharmacists, as VAT repayment traders, will not have their VAT reimbursed by Customs and Excise for as long as the civil service strike continues at the Southend VAT office. "No VAT repayments have been made since the strike of data processors at the Southend VAT centre commenced on March 9," said a spokeswoman for Council of Civil Service Unions (CCSU) this week.

The CCSU say that the few VAT forms that were already being processed will have gone through but that is all.

A spokesman for the Customs and Excise denied that repayments had ceased: "There is some delay but there is no suggestion that repayments will not be made."

He said that normally VAT forms took up to three weeks to process but confirmed that all 260 data processors were on strike. "We are taking account of the situation as it develops."

During the 1979 VAT strike at Southend, the Pharmaceutical Services Negotiating Committee made successful representations to the DHSS which resulted in successive 10 per cent increments in the 'on-account' element of the NHS cheque.

They have made similar representations during this strike. As C&D went to press the PSNC

received a letter from the DHSS from which the following extract is taken: "We at the DHSS have already held discussions with the Customs and Excise. Some contractors with large NHS turnovers will not need a nett refund. Others with a substantial NHS business will normally receive a nett refund. Moreover we are told that any disruption at the VAT computer centre is likely to take the form of delays in repayments of a few weeks rather than a prolonged stoppage of all activities as was the case in 1979.

"We are however anxious to help any contractor who finds himself at a serious disadvantage. We are prepared to authorise FPCs to consider representations from individuals and where a contractor can demonstrate that his NHS turnover is more than a third of his total business, to make an appropriate increase in his advance payment."

The PSNC responds with this statement for contractors. "In 1979 a similar position was dealt with by an increase in the advance payment to all contractors. The DHSS on this occasion wishes to deal with the matter on an individual basis and contractors who are adversely affected should make *immediate* representations to their FPCs claiming the *actual* VAT refund due to them.

"It is possible that contractors will receive a separate cheque for the VAT refund in April but subsequent refunds should be included in monthly NHS payments." ■

Retail Consortium says 'abolish DITB'

According to the Retail Consortium, the Distributive Industries Training Board should be abolished "as soon as practicable". In a letter to the Secretary for Employment, James Prior, Lord Peart, chairman of the Consortium, says the Board has "now outlived its usefulness and should be abolished".

The letter is in reply to one circulated by the Manpower Services Commission, in January, who are conducting a sector by sector review of arrangements for promoting

industrial training.

The Consortium believes the promotion and subsidy of additional employment and training opportunities should be the direct responsibility of the Manpower Services Commission on a national basis: "The DITB is now a bureaucracy more concerned with peripheral activities and is not considered a useful agency for the Manpower Services Commission in organising youth programmes on an industry basis", the letter concluded.

Earlier in the month, Peter Morrison, an Employment Minister, experienced support for the "pro-abolishers" at a meeting in Birmingham: "Industrial training could be far less bureaucratic and cheaper if it is run by industry on its own . . . It is our aim," he said, "to extend as far as possible reliance on voluntary arrangements." ■

Vantage campaign goes national

Vestric Vantage advertising is going national for the first time during April and May. "Consumers throughout the country will be able to see for themselves the keen OTC prices offered by independent chemists who are members of the programme," says a statement issued this week.

Full-page black-and-white advertisements will appear in *Radio Times* April 9 and 23, and May 7 and 21. Full pages have also been booked in *Woman's Realm* April 4 and May 9.

The theme of the advertisements is similar to that used in the recent successful local campaign in Avon, promoting the price advantage and convenience of shopping at a local Vantage chemist. Names and addresses of Vantage chemists will be listed on a regional basis in the appropriate editions of the two publications, and the campaign is being backed by delivery of door-to-door promotional leaflets.

"By extending the campaign on a national basis we hope we will gain more committed members," says Vantage manager Mr Alan Turner. "Obviously it is the female sector of the population we are out to impress, hence our decision to use *Radio Times*, which has a high percentage of women readers, as well as a top-selling women's magazine." ■

No legislation for full-line forcing

The Monopolies and Mergers Commission has decided there is no need for legislation to control the practice of full-line forcing, in which a purchaser is forced to buy a full range of products and not just those he or she wishes to buy.

In a report published last week, the Commission concludes that legislation on the lines of the Resale Prices Act would be inappropriate because there are too many cases in which full-line forcing is not against the public interest. The same applies to tie-in sales, where particular goods or services cannot be acquired without another specified item. The Commission believes that these practices frequently take their character from the circumstances in which they occur and that their effects on the public interest are "not consistently harmful, beneficial or neutral."

The only clear case of full-line forcing brought to the Commission's notice was in the pharmaceutical industry, where wholesalers are required to carry the whole range of drugs supplied by those manufacturers with whom they deal. The Commission concludes that at present the public interest appears to be well served by the existing distribution system based on full-line stocking by wholesalers, which is achieved by a mixture of forcing and consent.

RPM warning

But, the report warns, if breaches of resale price maintenance continue, one or more of the influences which support full-line stocking could weaken or disappear and wholesalers might seek to reduce the number of lines they carry. This could lead to significant adverse effects on the distribution of drugs, unless some alternative system was introduced. Possible alternatives could involve bulk delivery of fast-moving items and a special service for slow-moving items at higher cost and, in more remote areas, with loss of speed. It might also be necessary for a new pricing structure to be developed to encourage retailers to increase the range of their stocks.

The report concludes that while it is possible to argue that any full-line forcing has undesirable anti-competitive features, there is a powerful argument that the present arrangements for pharmaceutical



"I've told him not to worry—the Monopolies Commission says it's unlikely to be against the public interest"

wholesalers are desirable in the interests of quick distribution and ready availability of drugs.

Investigating cosmetics sales, the Commission found few manufacturers who require their distributors to stock a complete range of their products and many allow retailers the freedom to order what they choose. While there was some evidence of concern in the trade Press, the Commission did not receive any direct complaint that the practice of requiring retailers to stock full ranges of cosmetics was onerous. After discussion with the Cosmetic, Toiletry and Perfumery Association, a questionnaire to manufacturers and some investigation of the retail trade, the Commission concluded that: "Provided manufacturers allow a choice of lines to stock within their complete range and also stipulate reasonable and clearly expressed conditions under which unwanted goods can be returned, range stocking arrangements of the kind we are considering are unlikely to be against the public interest. Individual cases failing to reach this standard would be open to investigation under the Competition Act."

The Minister for Consumer Affairs, Mrs Sally Oppenheim, has accepted the Commission's conclusion that at present there is no need for legislation to prohibit these practices as the existing provisions of the Competition Act and Fair Trading Act are sufficient for adequate control. *Full-line forcing and tie-in sales* (HC 212) (HMSO, £3.90). ■

Carmen recall brush

Carmen are recalling their Rolla Brush model CT265 which they say may be faulty. Models carrying the batch code numbers 021, 022, 027, 032, 037, 041, 042, 043, 044, 101 and 102 on the handle are to be returned to the company and will be replaced. ■

Numark golf

The first round in the Numark Chemist National Golf Tournament for the Beecham Trophy will be held at Harrogate Golf Club on May 5, with the national final once again being held on the West Course at Wentworth on October 15.

Regional final prizes will be—first, a trophy plus £25 of golfing equipment; second, a shield plus £15-worth of equipment; third, a tankard and 12 golf balls; fourth, a hip flask and six golf balls. The regional finals will be held as follows: May 5 Harrogate, for Bleasdale and BCA members; May 13 Gleneagles, for Raimes Clark and James Taylor, Dundee members; May 14 Knock, for Haydock members; May 18 Hexham for Hall Forster and Ridley; May 20 Birstall, for Butler's, Daniel's and Macarthy's Weedon; May 26 Delamere, for Hills Pharmaceuticals, Macarthy's Whitefield and L. Rowland & Co Ltd; May 28 St Pierre, for Macarthy's Caerphilly and Cheltenham and Swansea Wholesale; June 3 Turnberry, for Ayrshire Pharmaceuticals and James Taylor, Clydebank; June 8 Colchester, for Macarthy's Romford, Cambridge, Dartford and Norwich; June 22 Ferndown, for Herbert Ferryman; July 1 Royal Aberdeen, for William Davidson, and July 3 Selsdon Park, for Macarthy's Dartford. The prizes at the final will be similar to those last year.

Closing date for entries has been extended to April 13 and entry is open to all Numark chemists and staff who are employed by them for at least 16 hours a week. Entry forms must be accompanied by a current certificate of handicap signed by the entrant's club secretary and are obtainable from local Numark wholesalers or direct from ICML, 51 Boreham Road, Warminster, Wilts BA12 9JU. ■

OFT seeks comments in review of Bargain Offers Order

The Office of Fair Trading is reviewing the Bargain Offers Order and is asking trading, consumer and enforcement organisations for their comments.

The review is being carried out at the request of the Minister for Consumer Affairs, following criticisms that the Order is, in part, obscure and contains loopholes. The Price Marking (Bargain Offers) Order prohibits price claims which may mislead or confuse consumers about the value of goods or services, and specifically forbids comparisons with manufacturers' recommended prices for beds, mattresses, domestic electrical and electronic goods, carpets and furniture. The review will assess the extent to which recommended retail prices are being used in a misleading way in sectors not covered by the Order. There will be a survey of all forms of advertising, the impact on consumers of the various types of bargain offer claim and the traders' awareness and comprehension of the Order. The review will consider whether the Order should be amended to cope with the criticisms or new legislation introduced.

The OFT hopes to present its report to the Minister within six months. Comments should be submitted by May 31 to the consumer affairs division, Office of Fair Trading, Field House, Bream's Buildings, London EC4A 1PR. ■

Success in cloning interferon

Scientists at Warwick University have succeeded in cloning two types of human interferon.

A team in the biological sciences department, led by Professor Derek Burke, have transferred the alpha and beta human interferon genes into two separate colonies of *E. coli* bacteria. This is the first time that a British group has obtained clones for both types although G. D. Searle & Co Ltd cloned one of the genes last year and commercial organisations such as Genetech in other countries have managed to transfer human interferon genes into bacteria.

The next stages are to manipulate the genes so the bacteria can produce large quantities of interferon and then to purify it, and it will be at least a year before any clinical testing can begin. The Wellcome Foundation are partially sponsoring the research and it is likely that they will carry out the clinical work.

The Warwick group, in

collaboration with Dr David Secher from the MRC laboratory of molecular biology, produced the first monoclonal antibody against interferon, last year.

Toothpaste standard

The British Standards Institution has revised BS 5136 "Toothpastes," originally published in 1974. The new standard incorporates an alternative method of measuring abrasivity, known as the surface profile method. Toothpaste manufacturers now have the option of measuring abrasivity by a non-radioactive method which, unlike the original radio-tracer method (still remaining as the reference method in the standard), does not involve irradiating extracted human teeth and consequently handling radioactive tooth specimens and toothpastes.

The standard includes requirements and test methods for the abrasivity, lead content and general properties of toothpastes, and is primarily concerned with preventing excessive abrasivity of the dental tissues. Copies of BS 5136 may be obtained from the BSI sales department, 101 Pentonville Road, London N1 9ND (price £12.00, BSI subscribing members £6.00). ■

Directory changes

The following changes have been notified since the 1981 edition of Chemist & Druggist Directory closed for press:

Algochemical Products Co. New telephone number: 0794 515595.
Arden, Elizabeth Ltd. New address: 20 New Bond Street, London W1A 2AE. 01-409 4800.
Bayer UK Ltd pharmaceutical division. New telephone number: 0444 414161.
Blakey's Food Co Ltd. New address: Stubby Lane, Dronfield, Nr Sheffield, S. Yorks S18 6PE. Dronfield (0246) 413294.
Cambmac Instruments Ltd. New address: Denny Industrial Estate, Denny End Road, Waterbeach, Cambridge CB5 9PY. 0223 861651.
Chesebrough-Pond's Ltd. New address: PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX. Windsor (075 35) 57191. Telex: 849818 PONDSD G. Grams: Vasoponds Windsor.
Dyke & Dryden Ltd. New address: Unit 1, 10 St Loys Road, Tottenham, London N17. 01-808 7618 & 7624.
Ferring Pharmaceuticals Ltd. New address: 11 Mount Road, Feltham, Middlesex TW13 6JG. 01-898 8396. Telex: 935729 HELIX G.
Healthcrafts: New telephone number: Byfleet (093 23) 41133.
Heath & Heather. New telephone number: Byfleet (093 23) 41133.
Konishiroku UK. New address: Konishiroku House, 150 Hampton Road West, Feltham, Middlesex TW13 6BH. 01-751 6121.
LRC Products Ltd. New address: North Circular Road, London E4 8QA. 01-527 2377.
Longdon, F. & Co Ltd. New address: Chesterfield Street, Carlton, Nottingham NG4 1EG 0602 871717.
McFarlane Laboratories (UK) Ltd. New address: 11th Floor, New Zealand House, Haymarket, London SW1Y 4TE. 01-930 8028.

Mavala Laboratories Ltd. New address: 4 Morewood Close, London Road, Sevenoaks, Kent TN13 2HV. 0732 59412.
Merrell division, Richardson-Merrell Ltd. New name: Merrell Pharmaceuticals Ltd. Address and telephone number are unchanged. National Pharmaceutical Association. Telephone number is St Albans (0727) 32161.
Nordia (Mason Nordia Ltd). New address: Nordia House, Seacroft Industrial Estate, Coal Road, Leeds LS14 2AW. 0532 734721. Telex: 55379.
Pharmagen Ltd. New address: West Lane, Runcorn, Cheshire WA7 2PE. 0928 712918. Telex: 629859.
Philips Small Appliances. New address: Drury Lane, Hastings, Sussex TN34 1XN. 0424 429141.
Prince Matchabelli. New address: PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX. Windsor (075 35) 57191. Telex: 849818 PONDSD G. Grams: Vasoponds Windsor.
Richardson Merrell Ltd. New name: Richardson-Vick Ltd. Address: Rusham Park, Whitehall Lane, Egham, Surrey TW20 9NW. Egham (0784) 34422. Sales order office: Pimbo Road, Skelmersdale, Lancs WN8 9PE.
Rutin Products Ltd. New address: 8 Union Street, Pocklington, York YO4 2JL. Pocklington (075 92) 2595.
Sandersons (Chemists) Ltd. New address: Highbank House, Marshdale Road, Bolton... BL1 4AQ. 0204 41285.
Sorelle, Jean Ltd. New telephone number: 0733 75718.
Surgikos Ltd. New address: Kirkton Campus, Livingston, West Lothian, Scotland. 0506 37441.
Vessen Ltd. New address, Mansen House, 320 London Road, Hazel Grove, Stockport, Cheshire SK7 4RF. 061-487 2655.
Vestric Ltd. New address: West Lane, Runcorn, Cheshire WA7 2PE. 0928 717070.
Vincent, L. E. & Partners Ltd. New address: 16 Eaton Square, Park Lane, London SW1. 01-235 4243.

Holiday bookings help Unichem profits

Hundreds of Unichem member pharmacists have already boosted their share of the company's profits by booking their holidays through Soler Touriste, Unichem's own travel agency, say Unichem.

Unichem took over the Morden-based agency last autumn to enable its members to reduce the cost of their own holidays and business travel. Bookings are claimed to be 40 per cent up on the same period last year.

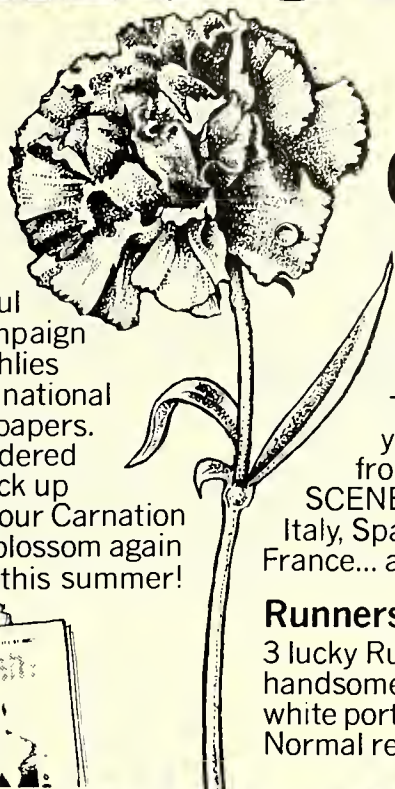
By booking through Soler Touriste, a Unichem member automatically increases his annual profit share basis by the price of the holiday. In all other respects, Soler Touriste is a normal high street travel agency which organises family holidays at home and abroad for the general public. Soler Touriste's offices are at Crown House, Morden, Surrey and the travel agency is in the town's principal shopping centre. For further details contact Mrs Day Barr, 01-543 0021. ■

■ The proceedings of the third aspirin symposium, held on June 5, 1980, are now available from the Aspirin Foundation, 1 Roberts Mews, Lowndes Place, London SW1X 8DA. Topics covered included aspirin in cardiovascular disease and the effects of aspirin on the stomach.

CARNATION BLOSSOMS OUT AGAIN!

BIG Consumer Advertising...

Carnation are launching yet another forceful consumer advertising campaign in leading national monthlies and weeklies as well as national daily and Sunday newspapers. So if you haven't ordered already, it's time to stock up and watch your Carnation sales blossom again this summer!



Another BIG Carnation Competition for You!

1st PRIZE:

£400 worth of TRAVELSCENE Travel Vouchers — so you can take your pick from any of TRAVELSCENE's fabulous holidays in Italy, Spain, Austria, Holland, France... at a time to suit you!

Runners-up Prizes:

3 lucky Runners-up will receive a handsome 12" Ingersoll black-and-white portable TV (mains or battery) Normal retail price around £75



'KNOW YOUR CARNATIONS' COMPETITION

Just answer the questions in the box provided (write a, b or c), and complete the limerick. Clip the corner of your Carnation Counter Display and send with your entry to Cuxson, Gerrard & Co (Dressings) Limited.

Any number of entries may be submitted (additional entries on plain paper) provided a counter display corner piece is attached to each entry.

Please write your name and address on the back of each display corner.

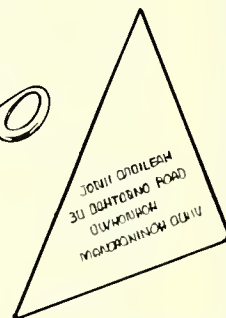
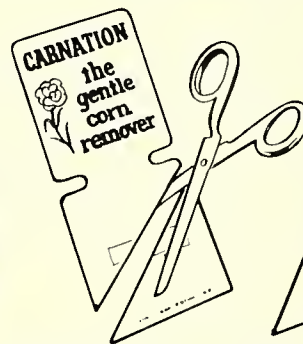
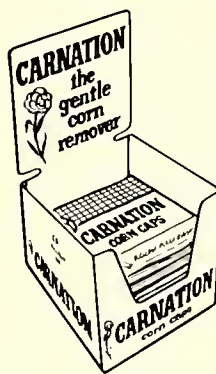
- 1** How many individual Carnation Corn Caps are there in a unit pack (2 cartons)?
(a) 75 (b) 125 (c) 150
- 2** Carnation has been a leading brand in Corn Caps for how many years?
(a) 5 years (b) 10 years (c) over 40 years
- 3** One of the following is an active ingredient in Carnation Corn Caps
(a) Salicylic Acid (b) Tartaric Acid (c) Ascorbic Acid
- 4** An accepted Botanical name for Carnation is:
(a) Dianthus caryophyllus (b) Bellis perennis (c) Campanula rotundifolia
- 5** Which of the following is a variety of Carnation flowers?
(a) Alice Toklas (b) Alice Forbes (c) Alice Springs

Answers

☐
☐
☐
☐
☐

COMPLETE THE FOLLOWING LIMERICK:

There was a young fellow from Staines
Whose corns gave him terrible pains



Remove crowner from display.
Cut corner and clip to your entry (Write name and address on back) Return remainder of crowner to display carton

Your Name: _____

Pharmacy: _____

Pharmacy Address: _____

PLEASE NOTE...

Entries must be received by Monday June 1st 1981. Prizewinners will be selected from entrants who answer the questions correctly and, in the opinion of the judges, submit the wittiest limerick.

The panel of judges will be appointed by Cuxson, Gerrard & Co (Dressings) Ltd and the judges and the Company's decisions in all matters concerning the competition will be final.

Entry is open to Retail Pharmacies and Drug Stores and their employees in the UK who display Carnation Corn Caps.

A full set of Competition Rules will be supplied on request. (please enclose SAE)

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PRODUCT	SIZE	COST	M.R.P.	R.S.P.	PROFIT ON RETURN
Dr. Whites Size 1	24 x 10's	£7.98		48p	20.3%
Dr. Whites Size 2	24 x 10's	£8.73		53p	21%
Comfort (P/M 33p) (24 for 23 pack)	24 x ½ litre	£5.62	33p		18.4%
Shield Toilet Soap (P/M 20p)	12 x bath	£1.68	20p		19.5%
Band Aid Washproof Family Plaster	12 x strip	£3.78	~~68p~~	46p	21.2%
Band Aid Clear Family Plaster	12 x strip	£4.12	~~74p~~	50p	21%
Band Aid Flexible Fabric Dressing	36 x strip 6cm x 15cm	£3.47	~~22p~~	14p	20.8%
Radox Bath Salts	6 x medium	£1.79	~~58p~~	43p	20.2%
Radox Bath Salts	6 x large	£2.58	~~84p~~	62p	20.2%
S.R. or Signal Toothpaste	12 x large	£2.23	~~55p~~	27½p	22.2%
Gibbs Toothbrushes (Long/Short Heads)	12's	£1.99	~~46p~~	23p	17%
Kodacolor II Film C 135-24	EACH	94p			
Kodacolor II Film C 110-24	EACH	89p			
Kodacolor II Film C 126-20	EACH	85p			

OFFERS AVAILABLE FROM 30th MARCH UNTIL 16th APRIL, 1981

GOOD NEWS FOR TRADERS
IN SOUTH WALES!
We will be opening a 70,000sq.ft.
Cash & Carry Warehouse
at Llanishen, Cardiff in the
Spring.

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We do not compete with our customers -
we neither own nor control any retail shops.
We neither wish nor intend to serve members of the general public.

Tribute to Joyce Tinegate

Mrs Joyce E. Tinegate, FPS, former regional pharmaceutical officer, South Western RHA, died on March 10. (C&D last week, p529).

Mr J. G. Roberts, regional pharmaceutical officer, Mersey RHA, and Mr D. R. Knowles, area pharmacist, Exeter and North Devon areas, write:

"Joyce Tinegate had a distinguished career in pharmacy, which was divided into two distinct parts.

"She went to Warrington as group pharmacist from Scarborough in 1962. During the 1960's and early 1970's she was a dynamic militant for the upgrading of pharmacy as a profession and the architect of improvement of services in Warrington, including the planning of the new Warrington General Hospital pharmacy. For many years she was an active secretary to the Liverpool Regional Pharmaceutical Committee and held offices in both the Guild and Society branches during that time. She played a prominent part in the establishment of a Standing Advisory Committee to the Region and painstakingly campaigned for the Mersey pharmacy technician training programme and much of its continued success must be to her credit.

"In 1972 she became regional pharmacist to the South Western Region and immediately set about her duties with vigour. She set up a pharmacy technician training scheme and made arrangements for the proper funding of post-graduate education for pharmacists. Her clear thinking, persuasive personality and immense capacity for hard work gave her a substantial reputation which she used with great effect to advance the cause of pharmacy in all its facets. Her clear vision resulted in the setting up of regional information and training posts, the sub-regional quality control laboratories, and the systematic upgrading of a wide range of other services.

"Joyce Tinegate retired in 1976 to live in South Devon, but unfortunately her new-found leisure was short-lived as she was soon to become seriously ill. Typically, her illness was fought with spirit.

"All her colleagues in pharmacy will miss her as a staunch friend and example.

"Our sympathy goes out to her husband, Reg, her step-daughter and son-in-law, together with the many friends she made in South Devon." ■

By Xrayser

Past master

I too had a dream, a wondrous dream . . . And behold I was a chemist and druggist. A private person supplying public persons with all things pharmaceutical, pharmacognostical, pharmacologically potent and potentially poisonous.

Often times this supply was governed by a prescription from that demi-god of former years, the private and general practitioner. But latterly it has been State-controlled within the function of the great National Health Service.

The chemist and druggist, a private person, still fills these prescriptions, compounds and counts, by decree and degree—but at what cost to himself? Why, at cost, plus on-cost, plus fees professional, plus containers allowed and differentials deferred.

And it was good. Or at any rate not all bad. The small were recognised as such and allowances made. On-costs differed in proportion to prescriptions dispensed. The swings and roundabouts of my youth were replaced by the big dippers of my maturity. And it was *not* all bad.

That was my dream, but my current realisation of an impending reality has become an ever-present nightmare. The MH (for definition see last week's column), if not mad is inspired and is conspiring to debase a contract. Last week the nightmare became reality, was confirmed in the seat of power as Government policy by that same loveable, lost and deluded MH who paraded his concern and respect for pharmacists at the LPC conference.

Oh brave new world of pharmacy. At what price? At what cost? At whose cost? Why at my cost. My private cost. For the good of the public and the public good. If not now in 1981, well most certainly in 1984. (Or is that book to be rewritten and did L. Carroll's Mad Hatter really come to tea?)

This ranting sounds "jaundiced" even to my ears, but then I've had a rough week. Sodium chloride BP was rubbed in my open wounds by a fellow pharmacist.

My new Saturday locum is a hospital pharmacist and fresh to the world of commerce and "private" pharmacy—with professional keenness and authority untainted by the difficult business of purchasing medicines at the right price with his own cash.

I returned to my dispensing bench on Monday and found it covered with

some four-dozen bottles of antique potions and a note questioning their efficacy (and mine) in 1981. I tried hard not to take it personally. After all, the stocktaker had missed them too. Of course I would *never* have dispensed them. Not even in anger.

Past history

"Antique" is not quite accurate, however. Some were merely out of date (it said so on the label). Other bottles contained very old generics, long since out of fashion, with yellowing labels and part-filled with unusable tablets. Proprietary packs recalled medications of unquestionable former glory and effectiveness. An expensive BNF-approved medicine reminded me of a dear old lady, now dead and buried, for whom I ordered stock once too often. And so on. . . .

Our skeletons we pharmacists keep on shelves, not in cupboards. *Mia culpa*. But I haven't been forgiven either by myself or the locum. In hospitals, you see, they turf out such monuments to the NHS contract with monotonous regularity and a proper enthusiasm. Of course I don't dispense the dud medicines, but apparently I hoard them. (Well I have *paid* for them, you see, but haven't *been* paid for them!)

Did I hear a distant cry from PSNC that such losses are taken care of by another "fairground" contraption in the contract? Well maybe so. The phenomenon of dead dispensary stock is ever-present. It can be written off by stocktakers, accountants and the like, and then thrown in the dustbin. Or it can remain to pad out the fast-movers and give an illusion of plenty, never to be dispensed.

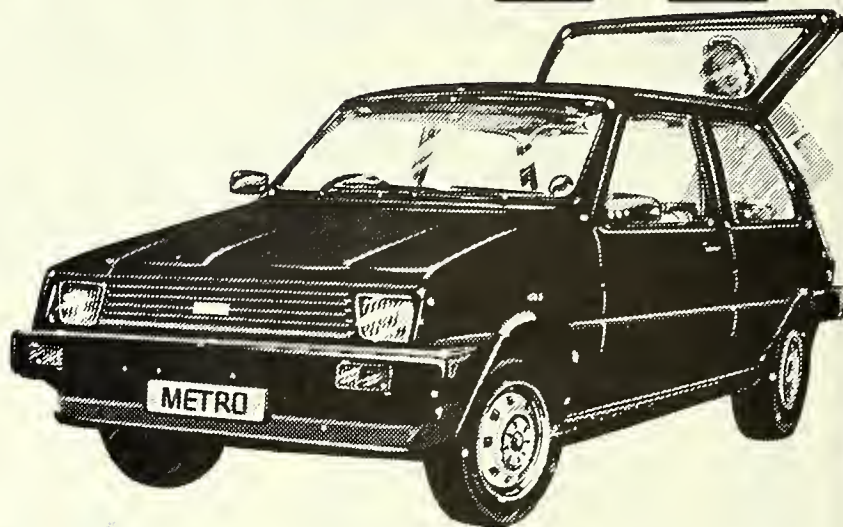
If the MH has his evil way with us, then I for one may well be seeking a hospital post. Locum tenens extraordinary. I'd leave none of *your* tablets unturned, Minister. That's a promise! ■

Numark's Super is a shopping

Super buys for Super Shoppers. That's the theme of Numark's big spring promotion. It's one of the highlights of this year's regular programme of heavily advertised and merchandised promotions, designed to give Numark Chemists steady build-up of loyal customer traffic.

Part I - April 13th to 25th.

Part II - May 11th to 23rd.



competition emphasizes the value of shopping at Numark. Super runner up prizes too.

TOP PRODUCTS MAKE SUPER BUYS.

Not one but two groups of brand leaders. Big name products like Cream Silk Conditioner, Tampax, Gillette GII and Right Guard, all at super prices. Just what your customers are looking for



FIND THE NUMARK SUPER SHOPPER.

Which of your customers wouldn't love to win an Austin Metro? It's first prize in Numark's Super Shopper Competition. Easy to enter and fun to do, the whole theme of the

SHOPPER STOPPER DISPLAY MATERIAL.

Bright, colourful display material puts over the Super Shopper competition loud and clear and makes the products and prices sing out. Posters, window bills, stack and shelf cards, a complete merchandising kit designed to bring in the customers.

And don't forget. Once they're inside they'll be buying more than just the promoted lines.



NUMARK SUPERBUYS	
CREAM SILK	48p
RIGHT GUARD	65p
TAMPAX	99p
GILLETTE	42p
WILSON	67p
WILSON	52p
WILSON	49p
WILSON	49p
WILSON	97p
WILSON	80p
WILSON	55p
WILSON	£1.59
WILSON	£1.09
WILSON	42p
WILSON	52p
WILSON	45p

NUMARK Superbuys for Super Shoppers NUMARK

er Shopper r stopper.

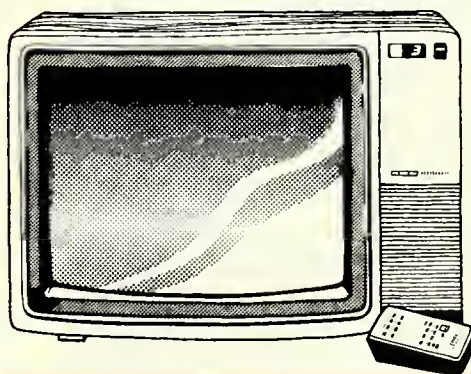
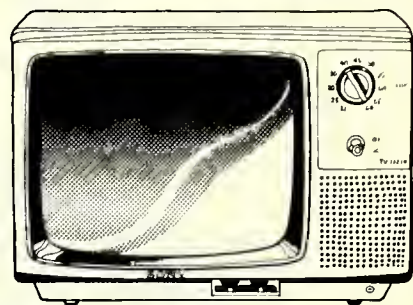
MASSIVE NATIONAL ADVERTISING.

Big advertising back-up for the promotion in the Daily Mirror, TV Times, Woman's Realm, Woman's Weekly, Sunday Post and on Ulster TV and in the local press.



SUPER PRIZES FOR CHEMISTS TOO.

For the chemist who supplies the winning consumer entry form, there's a Sony colour TV. Runners up can pick up a stereo radio cassette player or a portable black and white TV.



NUMARK
CHEMIST

**ONLY NUMARK GIVES YOU BIG PROMOTIONS
EVERY MONTH.**

For more information, contact your local wholesaler or Charles Morris-Cox at Numark Central Office, 51 Boreham Road, Warminster, Wilts. Tel: 0985 215555.



CASH & CARRY

39/55 PHILIP LANE,
TOTTENHAM, N.15

SPECIAL OFFERS PERIOD 4 30th MARCH — 26th APRIL, 1981

BODY MIST

150ml
+ 25% Ex.
CASE OF 12

3-14

SELL AT 69p MAKE 12.8% P.O.R.

ROLL-ON
50ml +
25% Ex.
PACK
OF 12

3-93

ALBERTO BALSAM

400ml
CONDITIONER

8-78 CASE
OF 12

SELL AT 99p MAKE
15% P.O.R.

VOSENE

LARGE
160cc
CASE OF 12

4-78

SELL AT 59p MAKE
22.4% P.O.R.

STD.
60cc
CASE OF 12

2-44

SELL AT 29p MAKE
19.3% P.O.R.

KOTEX

SIMPLICITY NO. 2

CASE
OF 12

4-25

SELL AT 47p
MAKE 13.4%
P.O.R.

SHIELD

LARGE P/M 19p

9-15 CASE
OF 72

SELL AT 17p
MAKE 14%
P.O.R.

LONDON &
THE SOUTHS LEADING
SPECIALIST CASH & CARRY

COME AND SEE OUR FULL RANGE
OF TOILETRIES, HEALTH AND
BEAUTY AIDS CHEMIST SUNDRIES
AND PAPER PRODUCTS
ALL AT DISCOUNT PRICES.

OPENING TIMES

Mon - Tues 8.30 am. - 7.00 pm.

Wed - Fri 8.30 am. - 5.00 pm.

Thurs (Late Night)
8.30 am. - 7.30 pm. N.B. Last
customer admitted one hour
before closing.

CREST + FAMILY SIZE

CASE
OF 24

7-55

SELL AT 42p
MAKE 13.8%
P.O.R.

CONTOUR BLADES × 5

CASE OF 20

10-20

PEARS SHAMPOO LARGE 125ml

CASE
OF 12

3-55

SELL AT 42p MAKE
19% P.O.R.

RAVE HAIRSPRAY

180ml
CASE OF 12

6-99

280ml
CASE OF 12

9-27

EFFERDENT

36's
CASE OF 12

4-61

SELL AT 54p MAKE 18% P.O.R.

48's
CASE OF 12

5-83

SELL AT 69p MAKE
19% P.O.R.

ALL PROMOTIONAL OFFERS
SUBJECT TO AVAILABILITY AND VAT WHERE APPLICABLE

E & O E

High potency analgesic

Ortho Pharmaceutical are introducing an analgesic, zomepirac, which they claim is the first oral non-narcotic drug with comparable efficacy to the narcotic analgesics.

Like the salicylates and other anti-inflammatory analgesics, zomepirac acts by inhibiting prostaglandin synthesis at the site of the injury thus decreasing the sensitivity of the pain receptors to bradykinin. However Ortho say that the high level of pain relief seen with zomepirac may also be due to inhibition of prostaglandin synthesis in the spinal column and brain.

Onset of pain relief usually occurs within half an hour of oral administration and peak analgesia is seen at 1-2 hours.

Side effects are said to be mild and most commonly affect the gastrointestinal tract. Platelet function is inhibited although the consequent increase in bleeding time is said to be more transient than with aspirin. Unlike the salicylates, zomepirac has no effect on the binding of warfarin to plasma proteins.

Branded as Zomax in the UK, the product was launched in the US last November by the McNeil Pharmaceutical Corporation, an associate company of Ortho. Since then over one million patients in the US have been treated with the drug, Ortho say. Zomepirac was first synthesised in 1969 in McNeil's laboratories in Pennsylvania.

Zomax tablets

Manufacturer Ortho Pharmaceutical Ltd, PO Box 79, Saunderton, High Wycombe, Bucks HP14 4HJ

Description Pale yellow, scored, irregular hexagon-shaped tablets imprinted "Ortho" on one side and "Zomax" on the reverse. Each tablet contains zomepirac sodium dihydrate 120mg equivalent to zomepirac 100mg

Indications Treatment of pain following musculoskeletal injuries, in osteoarthritis and rheumatoid arthritis, following orthopaedic, general or oral surgery, after episiotomy, and pain secondary to malignancy

Dosage 100mg every 4-6 hours as required and this may be adjusted to

the patient's response. Dosages larger than 600mg per day have not been studied and are not recommended. Not recommended for children under 12

Contraindications Intolerance to zomepirac and hypersensitivity to non-steroidal anti-inflammatory drugs, including aspirin. Active peptic ulcer

Precautions Safety for use during pregnancy or lactation has not been established. Should be given under close supervision in patients with a history of peptic ulceration and gastrointestinal bleeding or coagulation disorders. Elevation of BUN and serum creatinine have been reported. Since zomepirac is eliminated mainly by the kidneys, patients with impaired renal function and those on long-term therapy should be monitored and may require lower doses. Rarely, in long-term studies, reversible elevations of liver enzymes have occurred

Side effects Gastrointestinal side effects including nausea, diarrhoea, abdominal pain and dyspepsia are the most common

Packs 100 tablets (£9.93 trade)

Supply restrictions Prescription only

Issued March 27, 1981. ■

Tridil injection

Manufacturer American Hospital Supply (UK) Ltd, Tileman House, 131 Upper Richmond Road, London SW15 2TR

Description 10ml glass ampoules each containing glyceryl trinitrate 5mg in a solution stabilised by ethanol, lactose and monobasic potassium phosphate

Indications Control of hypertension and myocardial ischaemia encountered during and after cardiovascular surgery. Maintenance of controlled hypotension during surgery. Treatment of unresponsive congestive cardiac failure secondary to acute myocardial infarction. Control of anginal episodes in patients unresponsive to standard therapy

Dosage Solution should be diluted in either 5 per cent dextrose or 0.9 per cent sodium chloride before infusion to give a final concentration of 100mcg/ml. More concentrated solutions may be needed where fluids are restricted. Recommended dosage range is 10-200mcg/min and the infusion rate should be adjusted according to response (see manufacturer's literature)

Contraindications Hypersensitivity to nitrates, marked anaemia, severe cerebral haemorrhage, uncorrected hypovolaemia, and severe hypotension

Precautions Safety during pregnancy and lactation has not been established. Should be used with caution in patients suffering from hypothyroidism, malnutrition, severe liver or renal disease, hypothermia, or a predisposition to closed angle glaucoma

Side effects Hypotension, tachycardia, nausea, retching, diaphoresis, apprehension, headache, restlessness, muscle twitching, retrosternal discomfort, palpitations, dizziness and abdominal pain may all occur.

Paradoxical bradycardia has occasionally been observed

Pharmaceutical precautions Injection is not compatible with PVC infusion bags

Packs 5 ampoules (£24.99 trade)

Supply restrictions Prescription only

Issued March 1981. ■

Chlorocain 4pc hyperbaric

Manufacturer Pharmaceutical Manufacturing Co, Westhoughton, Bolton BL5 3SL

Description Clear aqueous solution containing mepivacaine hydrochloride 40mg and anhydrous dextrose 95mg in each ml

Indications Hyperbaric spinal anaesthesia

Dosage Suggested doses are: sacral blocks 0.5ml, lumbosacral blocks 1ml, mid-spinal blocks 1.5ml, and high spinal blocks 2ml

Precautions Injections should be performed slowly. At the present time there are no known contraindications to the use of Chlorocain 4 per cent

Side effects If toxic reactions occur these may take the form of muscular twitching, respiratory depression, convulsions and circulatory collapse.

For emergency treatment see data sheet
Pharmaceutical precautions Should not be used if the solution has become discoloured

Packs 10 x 2ml (£2.70 trade)

Supply restrictions Prescription only

Issued March 1981. ■

Chlorocain 3 pc

Manufacturer Pharmaceutical Manufacturing Co, Westhoughton, Bolton BL5 3SL

Description Dental cartridges each containing 2.2ml of mepivacaine hydrochloride solution 30mg/ml

Continued overleaf

PRESCRIPTION SPECIALITIES

Indications Induction of local anaesthesia by infiltration or nerve block injection especially in dental surgery

Dosage Should be individually judged. Suggested doses are: short procedures 1-1½ml, nerve blocks 2ml, more extensive procedures 3-13ml

Contraindications Myasthenia gravis, hypersensitivity to amide type local anaesthetics or hydroxybenzoates

Precautions Caution should be exercised in patients with epilepsy, impaired cardiac conduction or reduced renal or hepatic function. Care should be taken to avoid accidental intravascular injection or injection into inflamed areas and injections should be performed slowly

Side effects As for Chlorocain 4 per cent

Packs 100 x 2.2ml (£8.07 trade)

Supply restrictions Prescription only

Issued March 1981. ■

Canestan cream 2pc

Bayer are introducing a higher strength Canestan cream specifically for use in vaginal candidiasis.

Canestan vaginal cream (35g, £4.16 trade) contains clotrimazole 2 per cent and is supplied with an applicator. The recommended dosage is one filled applicator inserted twice daily for three consecutive days or once a day for six consecutive days. It is in the POM category. *Bayer UK Ltd, Pharmaceutical Division, Haywards Heath, W. Sussex RH16 1TP.* ■

Cyclogest orders

The distribution of Cyclogest pessaries/suppositories is being taken over by Cox Continental Ltd. The product will still be available through all existing wholesalers but after April 1 all orders normally placed through L. D. Collins & Co Ltd should be addressed to *Cox Continental Ltd, Whiddon Valley, Barnstaple, Devon EX32 8NS.* ■

Diphtheria antitoxin

The stocks of ex-Lister diphtheria antitoxin currently available are due to expire in March for the 10,000 iu and 20,000 iu strengths and July for the 40,000 iu strength.

Diphtheria antitoxin BP/Eur Ph, manufactured for the DHSS by the

Swiss Serum and Vaccine Institute, Berne, has now been licensed for use in the UK for the prophylaxis and treatment of diphtheria. It is available in a 2,000 iu per ml strength and in boxes of 10 x 5ml vials (about £14.70 trade) and individual 10ml vials (about £3 trade). Prices will, however, vary according to the exchange rate.

The antitoxin carries a 3 year life from the date of manufacture if stored between 2-8°C. Orders should be sent directly to the distributors who are *Regent Laboratories Ltd, Cunard Road, London NW10 6PN.* ■

Kerfoot additions

Thomas Kerfoot are adding propranolol tablets and indomethacin capsules 50mg to their range of generic preparations.

Trade prices for the propranolol tablets are: 10mg strength £3.10 for 250, £11.20 for 1000; 40mg—£7.05 for 250, £27 for 1000; 80mg—£21 for 500, and 160mg—£8.40 for 100. The tablets are pink/mauve and monogrammed "K10", "K40", "K80" or "K160" as appropriate, with a breakline, on one face.

The indomethacin 50mg capsules (100, £6.40 trade) are similar in colour to the 25mg strength and are monogrammed "K50". *Thomas Kerfoot and Co Ltd, Vale of Bardsley, Ashton-under-Lyne, Lancs OL7 9RR.* ■

Lederspan labelling

The labelling on Lederspan injections has been amended. The 5mg/ml vial now reads 25mg in 5ml; the 1ml (20mg/ml) vial reads 20mg in 1ml and the 5ml (20mg/ml) vial reads 100mg in 5ml. *Lederle Laboratories, Division of Cyanamid of Great Britain Ltd, Fareham Road, Gosport, Hants PO13 0AS.* ■

Calcisorb powder

From April 1, Riker Laboratories are introducing Calcisorb to replace Whatman sodium cellulose phosphate as soon as stocks are exhausted. This is a product name and packaging change only, with formulation, dosage and price remaining the same. Pharmacists are asked to use the old packs before the new Calcisorb packs. *Riker Laboratories, 1 Morley Street, Loughborough, Leics LE11 1EP.* ■

Syraprim pack

Wellcome have introduced a 100-tablet pack (£9.46 trade) for Syraprim 100mg. The 28-tablet pack will still be available. *The Wellcome Foundation Ltd, Temple Hill, Dartford, Kent DA1 5AH.* ■

Ponderax colour

Tartrazine has been removed from Ponderax Pacaps and the pellets inside the capsule will now be white instead of yellow. *Servier Laboratories Ltd, Servier House, Horsenden Lane South, Greenford, Middlesex.* ■

Betaloc injection

Betaloc injection is now indicated for the control of cardiac arrhythmias during anaesthesia. (*C&D* March 14, p478). The sentence giving information on dosage should read "The dosage to prevent the development of arrhythmias during anaesthesia is 2-4mg at induction by slow intravenous injection . . ." and not as printed in *C&D*. *Astra Chemicals Ltd, King George's Avenue, Watford, Herts.* ■

Evans insulins

Following the transfer, on April 1, of the Duncan Flockhart range of insulins to Evans Medical Ltd (*C&D* last week, p531), wholesalers should order from Evans and hospitals and retailers from their usual wholesaler. *Evans Medical Ltd, Greenford Road, Greenford, Middlesex UB6 0HE.* ■

Ivax dropped

Ivax is to be discontinued from September 30. Manufacturer's stocks are exhausted but residual stocks may be available from local wholesalers. Stocks remaining after September 30 can be returned for credit. *Boots Co Ltd, Thane Road, Nottingham.* ■

Alphosyl cream

The 60g pack of Alphosyl cream has been replaced by a 75g size (£2.78). *Stafford-Miller Ltd, The Common, Hatfield, Herts.* ■

Carefree addition with gentle deodorant

A second Carefree with a gentle deodorant is being added to the Johnson & Johnson panty shield range.

Extensive research, the company says, has shown that the new Carefree answers a genuine consumer need for freshness and confidence and the product is claimed to have met with considerable success in Germany and America.

As brand leader in the secondary protection market Carefree panty shields says J&J, account for 25 per cent of mini-pad sales against no fewer than seven competitors. Since Carefree was introduced in 1978, the secondary protection market has doubled in volume and the company predicts further growth, forecasting at least a 14 per cent share of external sanpro in 1981.

With a 1981 Carefree promotional



support and media spend of £325,000, sell-in for the new product commences April 1 with a launch deal for the trade and for consumers flashed packs with money-off-next-purchase coupons. These offer 15p off packs of 10s and 30p off 30s. Deodorant Carefree will cost no more than the regular brand. *Johnson & Johnson Ltd, 225 Bath Road, Slough, Berks, SL1 4EA.* ■

Sprinkle Sweet trial packs available

A 10g trial pack of Hermesetas Sprinkle Sweet is to be available, for a limited period, free with every regular pack ordered. A television campaign in the London area lasting three weeks starts May 4 and the product will be supported nationally by magazine advertising and the Sprinkle Sweet recipe service. *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.* ■

Promotional support for Lil-lets

Special packs of 22 Lil-lets tampons for the price of 20 are now available in all four absorbencies from Lilia-White.

With a national Press advertising campaign in the *Sun* and *Daily Mail* under the heading "Key savings on Lil-lets", the consumer will be offered a £1 voucher booklet containing five 20p vouchers for exchange against five purchases of any size pack of Lil-lets. The booklet

is obtainable for one proof of a Lil-lets purchase. POS leaflets will be distributed to the trade making the same offer, with the exception that two proofs of purchase will be required. *Lilia-White Ltd, Alum Rock Road, Birmingham B8 3DZ.* ■

Freshtex April launch

Freshtex are to introduce Terry Mates one-way nappy liners in April. Made from a non-woven fabric to help prevent nappy rash Terry Mates come in a pack design featuring two toddlers (100 liners, £1.40).

A trade discount of up to 10 per cent is available and for the consumer throughout 1981/82 there will be a self-liquidating offer of a baby's sun-hat; an in-pack gift of Freshtex cotton buds; an extra 10 per cent product offer and a next-purchase discount. *Freshtex, Celanese House, 22 Hanover Square, London W1A.* ■

Zymafluor bonus

Zymafluor fluoride tablets 0.25mg and 1mg will be on a bonus offer of 10 for 8 until May 30 (see insert in this issue). *Zyma (UK) Ltd, Macclesfield, Ches SK10 2YF.* ■

Marathon quiz and Contour offer

To support their sponsorship of the London Marathon, the Gillette shaving division are running an in-store competition open to purchasers of any Gillette razor or blades. Entrants are asked to identify buildings and landmarks on the Marathon skyline symbol and complete the sentence "The Gillette London Marathon: It's good for London because . . ." First prize is ten gold sovereigns worth £600, plus ten runner-up prizes of one gold sovereign. The competition closes April 13. Competition leaflets will be available at POS and will be distributed at key points along the route during the Marathon.

Gillette have introduced an invitation price pack for the Contour lightweight razor, promoting the product as "your invitation to pivot head shaving". The offer brings the retail price of a lightweight razor down to £0.85. Display material for the promotion includes Contour "invitation" merchandisers containing 24 razors.

The company is also running a "20p off next purchase" coupon on packs of five Contour pivot-head cartridges, valid until December 31, and they have reduced the price of their established fixed-head disposable razor by 10 per cent. Two disposables are also being given away free in a special pack of 10. *Gillette (UK) Ltd, Great West Road, Isleworth, Middx.* ■

Sandoz discounts . . .

From April 1 the wholesaler discount on Sandoz and Wander products will be 10 per cent, plus a cash discount of 3 per cent for payment on or before the last day of the month following invoice. *Sandoz Products Ltd, PO Box Horsforth no. 4, Calverley Lane, Horsforth, Leeds LS18 4RP.* ■

. . . and Servier

From April 1 Servier Laboratories are reducing their wholesale discounts to 12½ per cent. *Servier Laboratories Ltd, Servier House, Horsenden Lane South, Greenford, Middx UB6 7PW.* ■

Repeat ads for the major brands have the most success

Cosifits nappies again top the TABS (Television Advertising Bureau) Top Ten advertisements for the four weeks January 7-February 3. Familiarity does not seem to have bred contempt in this instance. The table, compiled for *C&D* indicating just how interesting the commercials are judged to be by a panel in the London area, is as follows: —

1	Cosifit nappies	66
2	Ovaltine	60
2	Andrex	60
4	Bovril	59
5	Marmite	58
6	Shield soap	53
6	Kleenex toilet tissue	53
8	Gillette Slalom razor	51
9	Tunes throat sweets	50
10	Haliborange	49
10	Scotties tri-pli	49
10	Kleenex super 3	49
10	Carnation hot chocolate	49
10	Lemsip	49
10	Duracell batteries	49

Seventy is considered a good score, 25 poor and 50 average.

Research, by Pat Rimmer, research director of D'Arcy MacManus and Masius, into what type of advertising keeps people's goodwill despite the economic climate suggests that amongst the unemployed, ads featuring "traditional working classes" with Northern accents were found to be very effective. "Realistic" commercials showing warm families with mothers doing their best for their children, and offering a combination of value for money, nourishment and pleasant taste were strongly approved.

Following the Christmas "festive season" the most successful campaigns appear to be repeats for major brands with occasional updating. Advertisements achieving the lowest response scores according to TABS include holiday commercials, some for records, several for Sunday and daily newspapers and for certain building societies. *TABS, 18 Maddox Street, London W1R 9LE.* ■



A display unit for Germolene products, holding a range of antiseptic ointment sizes as well as the Germolene new skin, is now available for counter or shelf use

Videne dispenser

Beta Medical Products Ltd have introduced an elbow wall dispenser for Videne (£8.50 trade), with spare parts of a plastic bottle (£0.40) and pump (£0.75). *Beta Medical Products Ltd, 33 Arkwright Road, Astmoor, Runcorn, Ches.* ■

Slimway label for low calorie soups

Heinz are now marketing their low calorie soups range under the Slimway label. There will be a £1 million spend for Slimway soup over the next 12 months commencing with a national television advertising campaign in May and June. Continuous advertising will also appear in the slimming Press during this period. *H. J. Heinz Co Ltd, Hayes Park, Hayes, Middx.* ■



Ronson say that the shaver is compact, easy to use and of minimum weight and will operate for 45 minutes when fully charged. *Ronson Products Ltd, Randalls Road, Leatherhead, Surrey.* ■

RS98 added to Spirotechnics

A RS98 rechargeable shaver from Ronson, incorporating an integral dual-volt charging unit, is the latest addition to the Spirotechnic range.

It is available as the RS981 with leather-look travelling pouch at £29.95 or as the RS982 de-luxe model at £34.95 with zip travelling case, mirror and wall bracket.

Bandage clips

Avoca Pharmaceutical Products Ltd have introduced a retail pack of bandage clips (10, £0.33 trade). The clip holds the end of the bandage in place without the need for safety pins or cutting and knotting. *Avoca Pharmaceutical Products Ltd, Clanfield Mill, Little Clanfield, Ox 8 2RQ.* ■

ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

Anadin:	All areas
Ayds:	All except E
Bic razors:	Ln, M, Lc
Colgate Dental Cream:	All areas
Denivit:	Ln, M, Y, WW, So, NE, A
Galaxy tights:	All areas
Heinz baby foods:	All except U, We, E, CI
Listerint:	All areas
Paddi Cosifits:	All except E
Pears shampoo:	All areas
Peaudouce:	All except U
Perform conditioner:	All areas
Rave soft hairspray:	All except U
Sunsilk shampoo:	All areas
Vidal Sassoon:	All except U, CI, E
Vosene medicated shampoo:	All areas
Wet Ones for Baby:	All except So

Two-bar meal replacement goes on test in ATV region

Crookes Products are test marketing Crunch n' Slim (6 meal pack, £1.69), a new slimmers' meal replacement, in the ATV area supported by an initial three-week burst of television advertising from March 30.

Describing Crunch n' Slim as a crunchy two bar meal made from the natural ingredients of oats, sultanas, hazelnuts and honey with added vitamins and minerals, Crookes Products are confident they will both gain a strong brand share and increase overall market size. Initial packs carry an offer of 15p off next purchase.

Taste tests, they say, involving one

thousand women showed an overall preference for Crunch n' Slim while in medical trials slimmers lost up to one stone in four weeks.

"We expect the television commercial to generate tremendous demand for Crunch n' Slim," says Crookes Products brand manager Chris Carter. "For this reason we are using the ATV sales force in conjunction with our own to ensure that chemist outlets can meet the demand." *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.* ■

Diabetic chocolate in two new flavours

In time for the peak Easter gift-buying season, Bayer have extended the Sionon diabetic food range adding two new luxury chocolate flavours.

To help display and promote the new products—red wine liqueurs and assorted raspberry, pineapple and cherry (£1.49)—there is a selection of Easter POS material, including a shelf talker and shelf/till wobblers. Packaging is similar to that for hazelnut creams.

Product manager Dennis Clark says: "The success of our first line of luxury chocolates has pointed to a very definite need for additional flavours. Hazelnut creams have sold out extremely well, especially at gift-buying times, and we are confident that the new flavours will achieve similar sales levels, giving the chemist additional turnover in his diabetic food section."

Support for the new lines will include advertising in *Balance*, and sampling at branches of the British Diabetic Association. *Bayer UK Ltd, 200 London Road, Burgess Hill, West Sussex RH15 9TP.* ■

Pond's coupon drop

Chesebrough-Pond's are increasing support for five of their brands with a consumer promotion targetted to reach 10 million homes. Over 70 per cent of all United Kingdom homes, they say, will receive leaflets with money-off coupons worth a total of 50 pence on Chesebrough-Pond's most popular products—10p off new Rave soft hairspray; 15p off Rave soft perm; 10p off Vaseline hand cream or intensive care lotion; 5p off Cutex cotton swabs, and a 10p voucher is offered for all Pond's skin creams.

The coupon drop will be completed by April 17 and will be redeemable until December 31. Chesebrough-Pond's have also raised the handling allowance for retailers from 65p to 80p per one hundred



The latest POS material for the Philishave range ties in with a television commercial to be screened nationally from April 6. The display material comprises a demonstration unit, tent card, sticker, presentation case lid card, showcard and self-standing crowner

coupons. *Chesebrough-Ponds Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.* ■

Hymosa voucher

New Era Laboratories are running a promotion for Hymosa moisturising lotion in the May issue of *19*.

A voucher offers readers 20p off the retail price of £1.39 for the 100ml Hymosa moisturising lotion. *New Era Laboratories Ltd, 39 Wales Farm Road, Acton, London W3 6XH.* ■



= extra vitality!

Roc product introductions scheduled throughout year

Roc are extending their make-up collection and will be introducing new products at intervals throughout 1981. These will all be hypo-allergenic and perfume-free, like other Roc preparations, and the date to which freshness is guaranteed will be shown on the outer packaging.

The schedule is as follows:

May A new formula lipstick (£2.95) in fourteen shades containing two natural waxes and vitamin B5. Two colours have been added to the powder eyeshadow range (£3.75)—mordore, described as a bronze with golden highlights, and bronze which is an olive green—while a green colour, ocean, will be the sixth shade of cream eyeshadow (£3.75).

July Tinted Sport Cream (30ml, £3.75) is a foundation designed to give a natural healthy look while moisturising the skin. Available in naturel and bronzé it is suitable for all skin types. A soft eyebrow pencil (£2.75) in grey, brown and black is also being introduced. **August** Loose powder No 16

and compact powder No 6 (both £3.95) are designed to give a lightly pearlised finish. Roc eyeliner (£3.70) is being modified and will contain a shorter brush for easier application. **September** Powder blusher (£4.45) is being introduced. Packed in a mirrored compact complete with brush the powder will be available in three shades—aurora (shell pink), printemps (coral-beige) and cuivre (rose).

November Roc matt foundation (40ml, £3.95) is for combination and oily skins. It is an oil-in-water emulsion and is available in four shades—opale, peche, ambre and muscade. Nail enamel (£2.65) is being reformulated to make it more fluid, quicker-drying and longer lasting. The ten shades will match the lipstick range being introduced in May.

December Three colours are being added to the lipcolouring sticks range (£3.55). *Laboratoires Roc (UK) Ltd, 46 Mount Street, London W1Y 6EJ.* ■

Maalox and Ananase distribution

From April 1, the distribution and marketing of Maalox and Ananase is being transferred from Pharmax Ltd to *Radiol Chemicals Ltd, Stepfield, Witham, Essex CM8 3AG.* ■

Replica sprays

Replica have recently introduced a handbag size eau de toilette in Dewth and Estoril (10ml, £0.99). A 24 piece counter display dispenser with backing showcard is available. *Replica, 90 Belsize Lane, London NW3 5BE.* ■

Nulon coupon

In an "exclusive chemist offer" Reckitt household products are offering the trade a 50 pence refund when a one dozen Nulon pack code label and redemption coupon (see insert in this issue) are returned Freepost to

Reckitts. For the consumer, packs will be flashed 25 pence off next purchase and carry an offer of a free trial size Flicker women's shaver. *Reckitt Products, Reckitt House, Stoneferry Road, Hull HU8 8DD.* ■

Seven Seas chart

A chart listing the functions of vitamins and minerals, together with their dietary and Seven Seas supplement sources is now available for 30p (p&p) from *Dept CD, Seven Seas Health Products, Hedon Road, Marfleet, Hull HU9 5NJ.* ■

Roche vitamins

The Roche range of vitamins—Becosym, Becosym Forte, Benadon, Benerva, Benerva Co and Ephynal—has been repackaged and the products presented in glass bottles. An introductory bonus is available through representatives. *Roche Products Ltd, Broadwater Road, Welwyn Garden City, Herts.* ■

Classification of Piz Buin sun prep

One of the Piz Buin range of sun protection products—creme extreme No 6—is now classified as a borderline substance. The prescribing recommendation given by the Advisory Committee on Borderline Substances is for "Protection of skin from UV radiation in photodermatoses including those resulting from radiotherapy". *Distributors: Alberto-Culver Co, Houndsmill Industrial Estate, Basingstoke, Hants RG21 2YX.* ■

Red Kooga in Eire

English Grains Ltd have appointed David Mayrs as official distributors for the Red Kooga range of ginseng products in Eire. There are plans to advertise these products and run various promotions throughout the year. These will be publicised in advance. *David Mayrs Ltd, Broombridge Industrial Estate, Dublin 11.* ■

Unichem April promotions

Two Unichem member promotions will run during April. Throughout the month members who order in the super saver promotions will receive extra large stack cards plus blank price cards.

The super savers are: Andrex, Bic disposable razors, Imperial Leather soap, Lil-lets, and Right Guard.

Price cards and shelf barkers will be sent to members who place orders in the moneymakers promotion from April 13-30. Products on offer are: Aspro regular and Aspro Clear, Alberto VO5 shampoo, Amami, Brut 33, Elnett hairspray, Elastoplast stretch fabric dressing strips, Fenjal, Germolene, Glucodin, Imperial Leather talc, and soap, Joy-rides, Kotex Brevia, KY Jelly, Lil-lets, Listerine, Mum Quick Dry roll-on, Macleans toothpaste, Nivea creme and lotion, Nice 'n Easy, Panty Pads, Silvikrin, Radox herbal bath, Right Guard, Rinstead pastilles, Revlon Flex conditioner and shampoo, Sucron, Waspese and Odoreaters. Posters will be sent to members placing orders. *Unichem Ltd, Crown House, Morden, Surrey.* ■

COUNTERPOINTS

J & J summer promotion for consumers

"Catch us with our prices down" is the theme of Johnson & Johnson's nationwide summer consumer promotion for Johnson's baby products and Band Aid.

A £90,000 national Press advertising campaign, promoting extra low prices on the lines will appear in the *Daily Express*, *Daily Mail*, *Sun*, *Daily Mirror*, *Daily Star* and *Daily Record* during May, June and July. These advertisements will carry a total of 100 million "5p off" coupons, redeemable against any of the featured products. The company says the coupon promotion is the largest ever in the UK non-foods sector, and is worth £5 million.

Discounts will be available to the trade on Band Aid and all sizes of Johnson's baby powder, cream, soap, lotion, oil, shampoo, cotton buds, baby-dry liners and baby bath.

The promotion starts April 1, and will be supported at POS by dump-bin headboards, stack cards and shelf strips. *Johnson & Johnson Ltd*, 260 Bath Road, Slough, Berks SL1 4EA. ■

Photography—a growing market

A report undertaken by Trident Television on the photography market estimates its value in 1981 will be over £500 million. Of this, the

developing and printing sectors will take the lion's share, some £240m, with films and equipment accounting for the remaining.

Trident say that it is in the instant camera sector of the market that largest growth should be evident—"Within five years it is expected instant cameras will total 50 per cent of all cameras sold."

Particular attention has been given to the Yorkshire and north-

east region where Trident say the market has been enjoying an above average growth over the last year: "Trident accounts for about £1 in £5 spent on photography in the UK, equivalent to £80 million this year."

Outlook for the photography market is one of continued expansion possibly worth as much as £600 million by the end of 1982. *Marketing Department, Trident Television*, 8 Grafton Street, London. ■



= new vitality!

"MUM, ARE YOU SURE NOW AMPLEX IS SO CLOSE?"

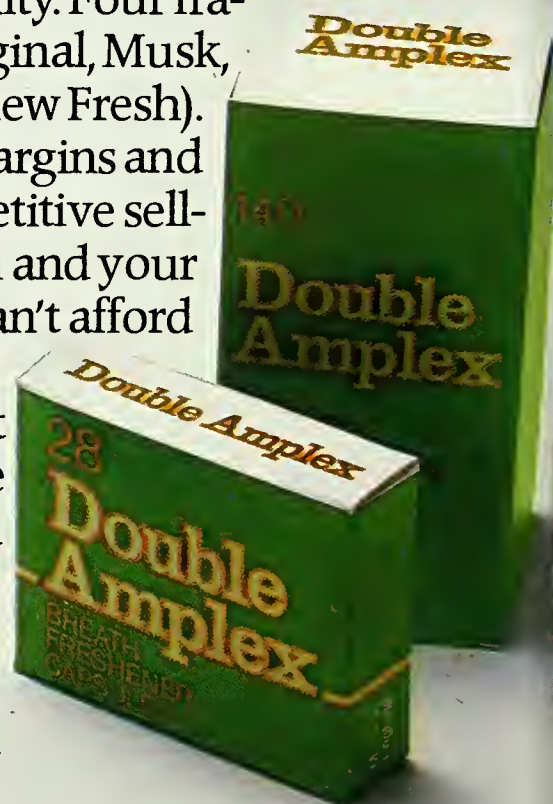
The word is that Amplex is now the fastest growing brand in the highly competitive roll-on deodorant market.

Sales volume is up 44% in only two years.

The reasons for our success?

Top quality. Four fragrances (Original, Musk, Herbal and new Fresh). Profitable margins and a very competitive selling price you and your customers can't afford to ignore.

Look out also for Double Amplex fresh breath capsules. Part of the expanding oral hygiene market. But they're portable.



Ask your Ashe representative for details, or contact J. C. Brooke, General Sales Manager
Ashe Laboratories Ltd., Leatherhead, Surrey KT22 7JZ.

AMPLEX BUILDS BUSINESS

COUNTERPOINTS

Child photographic competition to run for third year

Colourcare's "Child Photographic Competition", now in its third year, will run for three months from the beginning of April. Keith Harris, sales director says: "We launched the competition two years ago as our contribution to 'The Year of the Child', with the NSPCC receiving a donation tied to the number of entries. We ran it for just a month and were so delighted with the response that we included it in the 1980 promotional programme and were inundated with entries, all of a very high standard.

"As a result of its obvious popularity, we now run the competition for three months, in tandem with each month's special promotion. And, during this period, dealers will have the opportunity to participate in the free Colourcare film scheme, as well as

the free enlargements and low-priced D & P promotions."

Free entry forms for the competition will be included with all returned D & P orders and customers are invited to send in photographs of children aged up to 12. Closing date is June 30. First prize is a weekend break for four (parents and two children) at the Slough/Windsor Holiday Inn, valued at about £400. Second prize is £100 in cash, and the children in the two winning photographs will each be awarded a modelling contract with Childsplay of London. All entries must be processed through a recognised Colourcare dealer. *United Photographic Laboratories Ltd, Long Close, Downton, Wilts. SP5 3HS.* ■

Magazine campaign for Delrosa

Sterling Health will be supporting Delrosa baby syrups during 1981 with a magazine advertising campaign commencing in April, stressing the importance of a daily dose of vitamin C for babies. The campaign will appear in the April, May and June editions of *Mother, Mother & Baby* and *Parents*. A further campaign will run during summer and all-year support will be carried in six leading baby annuals.

Delrosa is claimed to be the outright brand leader of the baby syrups market with a volume share of around 55 per cent. Volume sales grew by over 21 per cent during 1980 and Sterling Health are optimistic about further growth since the birth-rate is projected to continue to increase throughout the 1980s. *Sterling Health, Surbiton, Surrey KT6 4PH.* ■



There's an extra vitality about this Spring.

COUNTERPOINTS

Baby wipe on TV

Sterling Health are to advertise Wet Ones for Baby on television for the first time.

The brand, claimed to be the leader in the baby wipes market will be supported by a 1981 consumer advertising spend of £400,000.

The commercial, appearing in all areas with the exception of Southern, is based on the theme "The hygienic way to clean baby" and illustrates a full nappy change showing how trouble free it can be. The campaign starts March 30 and the first burst runs for two weeks. *Sterling Health, St Marks Hill, Surbiton, Surrey.* ■

Showing seeds

Carters Tested Seeds have introduced a new dispensing unit, designed, they say, for the small retail outlet with limited space. Each display case comes in a cardboard outer and the unit is



Following the introduction of Micron shavers, Braun Electric have produced POS material featuring the Micron de luxe

ready filled with varieties of flower and vegetable seeds. Two selections are available, for the north and south to cater for regional tastes.

The dispensing unit (£86.11) holds seeds with a retail value of £181.20.

A telephone sales service has also been mounted by Carters for advice and re-ordering on Llangollen (0978) 860314. *Carters Tested Seeds Ltd, Upper Dee Mills, Llangollen, Clwyd.* ■

Radox holidays

Nicholas Laboratories are running a Radox on-pack competition with prizes of four holidays for two. Each entrant will receive a £10 discount voucher to use against any Holiday Club Pontinental featured in the attached brochure. The competition closes in December with the four holidays awarded at three monthly intervals.

The packs will also feature a money off next purchase voucher—10p on a large pack of Radox salts and 7p on a medium size. The coupons will be valid until September 30 1982.

Nicholas Laboratories Ltd, PO Box 17, 225 Bath Road, Slough. ■

On pack duet

Kleenex for men and Gillette are teaming up with an on-pack offer comprising a free Contour light-weight razor. *Kimberly-Clark Ltd, Larkfield, Nr. Maidstone, Kent.* ■

Oraldene A worthwhile recommendation for her~and for you

As oral hygiene becomes more important, so does your recommendation for Oraldene. Containing 0.1% hexetidine, an effective anti-bacterial agent against mouth and throat infections, it's a worthwhile recommendation for her~and for you. An established, well-accepted and profitable brand.

WARNER

part of the Warner-Lambert Group

**good products for you
and your customers**

Active Ingredient: Hexetidine.
William R. Warner & Co. Ltd
Usk Road, Pontypool, Gwent NP4 0YH.
Further information and data sheet available on request



Oraldene
for oral hygiene

*Trade mark R81057

It's the new vitality from Roche.

The selling power of the Roche range of vitamins has just been given a big boost. The packaging has been completely revitalised.

BECOSYM. BECOSYM FORTE.
BENADON. BENERVA.
BENERVA COMPOUND. EPHYNAL.

All now enjoy an eye-catching new livery.

Elegant colours. Modern design. Superb display potential. Three vital factors for better sales and increased profits.

Inside the cartons, the products are now contained in glass bottles

with the same eye-catching label designs clearly distinguished by colour and copy.

Your Roche medical representative will be calling on you soon. He will tell you more about this vitality, plus news of the introductory bonus and incentive offer to bring new vitality to your profits!

Please telephone John Heywood on extension 2782 if you require further information.

Roche Products Limited, PO Box 8
Welwyn Garden City
Hertfordshire AL7 3AY
Tel: Welwyn Garden 28128



Product names are trade marks. J999138/381



The prizes.

There is nothing artificial whatsoever about this lovely bracelet and matching ring set.

The diamonds, all 8 of them, are real. So is the 9-carat gold.

If you've got a female assistant you can bet your boots she'd love to wear it.

Or, because there is

only one rather expensive bracelet and ring set, wearing one of fifteen equally beautiful twist rings.

Great. But what does the Boss get?

Well at the bottom of the page is a genuine leather monogrammed briefcase that would be a great prize with nothing in it.



This one, however, happens to be crammed full of money. A lot. £500.

The bad news is that there is only one briefcase.

The good news is that there are 25 digital wrist computer watches for the people who almost won the briefcase.



SETTLEMENT TERMS

5% discount for cash with order
or payment within 7 days
of receipt of invoice.

QUANTITY DISCOUNT*

10% off Orders £100 and over
*Quantity discount is not available
on Bonus Offers

ACCOUNTS

30 days nett.

MAKE MAXIMUM USE OF SETTLEMENT TERMS AND QUANTITY DISCOUNT

PRODUCT		LIST PACK	LIST PRICE/PACK	QUANTITY REQUIRED
ASCORBIC ACID TABLETS BP	100 MG	100	£0.30	x 100
	200 MG	100	£0.45	x 100
	500 MG	100	£0.95	x 100
ASPIRIN TABLETS BP	300 MG	25 x 1dz	£0.98 per dz	x 1dz
		100 x 1dz	£1.80 per dz	x 1dz
PARACETAMOL TABLETS BP	500 MG	25 x 1dz	£1.96 per dz	x 1dz
		50 x 1dz	£2.95 per dz	x 1dz
		100 x 1dz	£4.80 per dz	x 1dz
		1000	£3.50	x 1000
		5000	£16.95	x 5000
FERROUS GLUCONATE TABLETS BP	300MG	100	£0.25	x 100
		1000	£1.95	x 1000
		5000	£9.50	x 5000
ZINC AND CASTOR OIL CREAM BP	NEW RANGE	100 GMS	£2.90	x 10
		250 GMS	£5.70	x 10
		500 GMS	£1.15	x 10

BONUS! BONUS! BONUS!
NOW ONE PLUS ONE FREE

**YOU WILL RECEIVE 1 FREE BONUS PACK FOR EVERY PACK ORDERED
ON THE PRODUCTS PRINTED IN A RED BOX. ENDS 29th MARCH 1981**

PRODUCT		PACK	LIST PRICE PACK	QUANTITY REQUIRED
ACETAZOLAMIDE TABLETS BP	250 MG	50	£1.10	x 50
		500	£8.25	x 500
AMITRIPTYLINE TABLETS BP	10 MG	1000	£4.90	x 1000
	25 MG	1000	£9.50	x 1000
AMPICILLIN CAPSULES BP	250 MG	500	£15.00	x 500
		1000	£30.00	x 1000
	500 MG	250	£15.00	x 250
		500	£30.00	x 500
AMINOPHYLLINE TABLETS BP	100 MG	500	£1.50	x 500
ASPIRIN & CODEINE TABLETS BP		25	£0.33	x 25
		50	£0.52	x 50
		100	£0.92	x 100
BENDROFLUAZIDE TABLETS BP	2.5 MG	100	£0.35	x 100
		1000	£3.00	x 1000
	5 MG	100	£0.45	x 100
		1000	£4.25	x 1000
BENZHEXOL TABLETS BP	2 MG	100	£0.60	x 100
		1000	£5.45	x 1000
	5 MG	100	£1.20	x 100
		1000	£10.95	x 1000
CHLORPHENIRAMINE TABLETS BP	4 MG	50	£0.20	x 50
		500	£1.85	x 500
CHLORPROMAZINE TABLETS BP	25 MG	500	£1.45	x 500
	50 MG	500	£2.70	x 500
	100 MG	500	£4.40	x 500
CHLORPROPAMIDE TABLETS BP	100 MG	250	£3.00	x 250
	250 MG	500	£11.00	x 500
CODEINE PHOSPHATE TABLETS BP	15 MG	100	£1.50	x 100
		250	£3.75	x 250
		500	£7.50	x 500
CODEINE PHOSPHATE TABLETS BP	30 MG	100	£2.60	x 100
		250	£6.50	x 250
		500	£12.50	x 500
		1000	£24.80	x 1000
CODEINE PHOSPHATE TABLETS BP	60 MG	100	£5.20	x 100
		250	£13.00	x 250

PRODUCT		PACK	LIST PRICE PACK	QUANTITY REQUIRED
DIAZEPAM TABLETS BP	2 MG	500	£1.75	x 500
		1000	£3.50	x 1000
	5 MG	500	£2.25	x 500
		1000	£4.50	x 1000
	10 MG	500	£4.00	x 500
FOLIC ACID TABLETS BP	5 MG	1000	£2.50	x 1000
FRUSEMIDE TABLETS BP	20 MG	1000	£11.50	x 1000
	40 MG	1000	£14.00	x 1000
HALOPERIDOL TABLETS BP	0.5 MG	100	£1.15	x 100
		1000	£10.70	x 1000
	1.5 MG	100	£1.95	x 100
		1000	£18.50	x 1000
	5 MG	100	£5.15	x 100
		1000	£50.75	x 1000
	10 MG	100	£10.00	x 100
		1000	£99.50	x 1000
HYDROCHLOROTHIAZIDE TABLETS BP	25 MG	1000	£3.40	x 1000
IMIPRAMINE TABLETS BP	25 MG	1000	£3.00	x 1000
		5000	£13.50	x 5000
INDOMETHACIN CAPSULES BP	25 MG	500	£14.40	x 500
	50 MG	100	£5.50	x 100
METHYLDOPA TABLETS BP	250 MG	1000	£27.50	x 1000
	500 MG	500	£27.50	x 500
METRONIDAZOLE TABLETS BP	200 MG	21	£0.65	x 21
		250	£6.50	x 250
NICOTINAMIDE TABLETS BP	50 MG	1000	£2.40	x 1000
NICOTINIC ACID TABLETS BP	50 MG	1000	£2.40	x 1000
NITRAZEPAM TABLETS BP	5 MG	500	£3.95	x 500
OXYTETRACYCLINE TABLETS BP	250 MG	1000	£8.70	x 1000
PENICILLIN V-K TABLETS BP	250 MG	1000	£12.50	x 1000
PHENYLBUTAZONE TABLETS BP	100 MG	1000	£3.00	x 1000
	200 MG	1000	£4.75	x 1000
PREDNISOLONE TABLETS BP	5 MG	500	£2.75	x 500
PREDNISON TABLETS BP	5 MG	500	£2.75	x 500
PROMETHAZINE HCL TABLETS BP	25 MG	1000	£3.50	x 1000
PROPANTHELINE TABLETS BP	15 MG	1000	£3.90	x 1000
PROPRANOLOL TABLETS BP	10 MG	500	£5.88	x 500
	40 MG	1000	£27.86	x 1000
	80 MG	500	£21.06	x 500
	160 MG	100	£8.42	x 100
QUINIDINE SULPHATE TABLETS BP	200 MG	100	£4.85	x 100
		250	£11.90	x 250
		500	£23.65	x 500
QUININE BISULPHATE TABLETS BP	300 MG	500	£22.00	x 500
QUININE SULPHATE TABLETS BP	300 MG	100	£4.50	x 100
		250	£11.50	x 250
		500	£22.00	x 500
		1000	£43.50	x 1000
SOLUBLE ASPIRIN TABLETS BP	300 MG	50	£0.22	x 50
		100	£0.35	x 100
TETRACYCLINE TABLETS BP	250 MG	1000	£9.35	x 1000
TOLBUTAMIDE TABLETS BP	500 MG	500	£6.00	x 500

EMPTY, HARD 2 PIECE GELATIN CAPSULES

Size	Price per 100	Price per 1000	Price per 1,000 for Orders over 5,000
000	£2.50	£17.00	£15.00
00	£2.00	£16.00	£14.00
0	£1.00	£5.50	£5.00
1	£0.95	£5.00	£4.50
2	£0.90	£4.50	£4.00
3	£0.85	£4.00	£3.50
4	£0.80	£3.75	£3.30
5	£0.75	£3.50	£3.00

Name _____

Signature _____

Address _____

Date _____

Orders under £10 are charged 75p post & packing

PLEASE USE STAMP OR LABEL TO SHOW NAME AND ADDRESS CLEARLY AND SIGN ORDER

FREE POST

NO STAMP REQUIRED

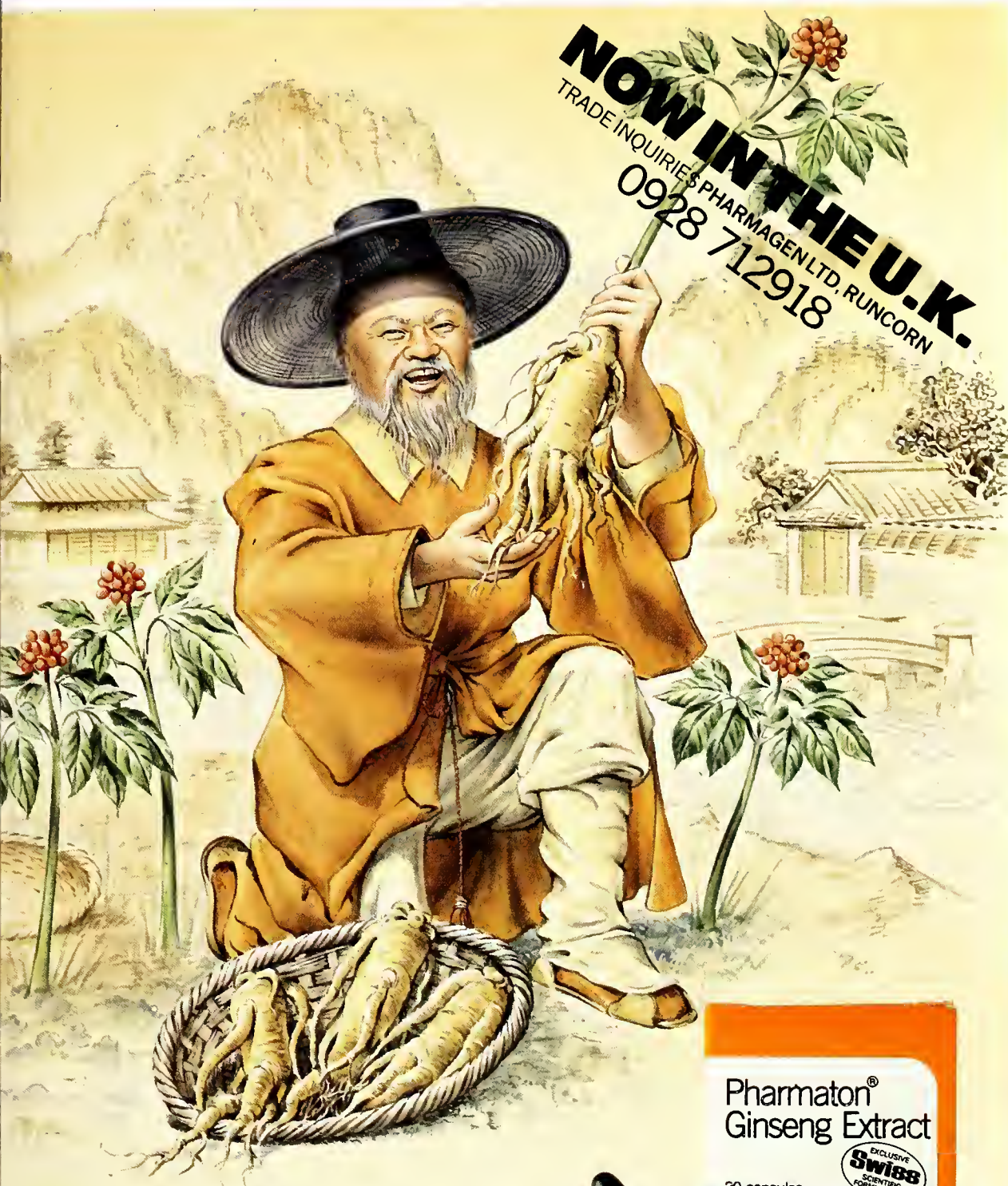
FREE POST

M. A. Steinhard Limited

FREE POST, LONDON NW10 17A. Tel: 01-965 0194 Telex 8952939

CODE

NOW IN THE U.K.
TRADE INQUIRIES PHARMAGEN LTD, RUNCORN
0928 712918



The convenient,
different way to
take Ginseng



A different approach to a fascinating legend

Ginseng – a mysterious root with a fascinating legend. Since it first achieved popularity over 4,000 years ago, wars have been fought over it; Eastern rulers treasured it more highly than gold; numerous myths and legends surrounded its strange properties.

As travellers to the East discovered Ginseng, so its reputation spread throughout the world. Why do the Chinese value it so highly? What is the truth about the odd man-shaped root which has become part of Eastern folklore?

These questions aroused the curiosity of scientists who began serious research this century. Now there are scores of scientific papers, comprehensive text books and regular articles by experts who have been attracted by its remarkable reputation.

For the last fifteen years Pharmaton, a Swiss company with an international reputation for health products, have been at the centre of



some of the most intensive research into Ginseng the world has known.

And they have produced results which have helped to solve many of the mysteries surrounding Ginseng. In addition to numerous studies in their modern research laboratories in Lugano, Pharmaton have also initiated and monitored serious research in many countries.

The result is that the company is now regarded as a world leader in the scientific investigation into Ginseng. It is an achievement which Pharmaton believe has been earned by their emphasis on quality and attention to detail.

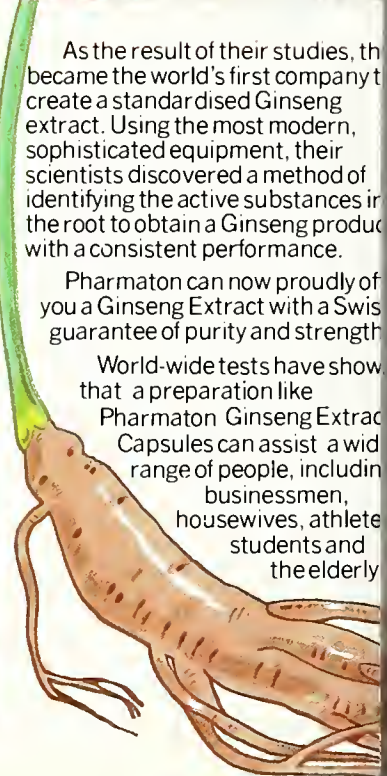


As the result of their studies, they became the world's first company to create a standardised Ginseng extract. Using the most modern, sophisticated equipment, their scientists discovered a method of identifying the active substances in the root to obtain a Ginseng product with a consistent performance.

Pharmaton can now proudly offer you a Ginseng Extract with a Swiss guarantee of purity and strength.

World-wide tests have shown that a preparation like

Pharmaton Ginseng Extract Capsules can assist a wide range of people, including businessmen, housewives, athletes, students and the elderly.





If you would like to discover an oriental legend developed by science, then Pharmaton Ginseng Extract Capsules could be the answer.

Already millions of people throughout Europe use this remarkable product which many knowledgeable people believe has solved many of the questions about Ginseng first posed centuries ago.

Ginseng Facts

- The name Ginseng was derived from jin-chen or schin-seng, because of the root's strange resemblance to the human form.
- The active ingredients of the Ginseng root are known as ginsenosides and saponins. It was Pharmaton who developed the scientific analysis procedures which allow them to ensure a precise quantity of the active substances.
- Korean Ginseng is generally regarded as the best quality – Pharmaton supervise the growing and harvesting of their own Ginseng in Korea where the vital extracts are subjected to the most modern quality control methods.
- Ginseng is now available world-wide in many forms – Pharmaton's products are now distributed in 100 countries, where they have close links with leading researchers in universities, clinics and hospitals.



强壯



Requirement

Up to four capsules per day during the first weeks of a course. Otherwise one or two capsules per day. To be taken during breakfast and/or lunch. The capsules should be swallowed whole, preferably with some liquid.

Composition

100 mg of standardised Ginseng extract from 500 mg of first-class Korean Panax Ginseng.

Properties

The capsules contain no sugar or sweeteners.

Pack Size

30 capsules (net weight 19 g).

Distributed in the United Kingdom by:
Pharmagen Limited
Runcorn, Cheshire WA7 2PE.



Manufactured by
Pharmaton SA
Lugano-Bioggio
(Switzerland)



Consumer advice from the
**Pharmaton Information
Bureau, Spinney House,
Church Street, Liverpool
L1 3AU.**

Pharmaton® Ginseng Extract



Supplement to Chemist and Druggist dated March 28th 1981

Exclusive
Chemist Offer
from

Nulon

For You –

50^p off

1 DOZEN NULON

For Your Customer –

**Special Packs offering 25p off
their next purchase of Nulon,
plus a free Trial Size Flicker –
the feminine shaving product.**

*Just buy 1 dozen Nulon from your
wholesaler and send Freepost a pack code label
from a Nulon one dozen pack and the coupon
printed below to: Reckitt Household Products
Premiums Department, Hull, HU8 8DD*

**Write Freepost on the outside of
your letter and you will not need a stamp
We will send you 50p.**

Send this coupon plus a pack code label to
Reckitt Household Products,
Premiums Department, Hull, HU8 8DD.

We will send you 50p.

Retailers Name

Address

Supplement to Chemist and Druggist 28th March 1980.

50^p off

Nulon
(1 DOZ ANY SIZE)

The catch.

Not a bad catch, this.

Because to get the chance to win the prizes, all you have to do is take our new eye-catching Optrex packaging, our new arresting display.

Which is something you would want to do anyway.

Because the only eye solution and the leading eye drop will be more noticeable than ever.

People with eye problems will be drawn to it faster than before.



And more people will be drawn to it because our massive advertising campaign will be sending more people your way.

So get the chance to win really good prizes by getting involved in what's good for your business.

Your Optrex representative has all the details, so talk to him soon.

Or phone (0256) 57272 and ask to speak to Andy Imms.



City Wall House, Basing View, Basingstoke,
Hampshire RG21 2JP. Telephone (0256) 57272.

Changes in company 'types' to be made by 1982

Most of the outstanding provision of the Companies Act, 1980, came into force on December 22, 1980.

Since the provisions will affect most businesses, it is important for them to consult their accountants as soon as possible. The new law provides specifically for two types of companies. Unlimited and limited companies (at present companies which have not offered shares to the public) will become "private companies" and other companies will become "public limited companies". These latter companies will have to say by March, 1982, whether they wish to register under the new laws as a public limited company or become private companies.

Whether a company is a private or a public company, the distribution of funds will become restricted. Distribution can only be made out of realised profits less realised losses. Public companies have further restrictions placed upon them in connection with distributions.

There are also provisions on loans to directors and approvals have to be given when a director enters into a long-term service contract or enters into a substantial property transaction with the company. There are disclosure provisions that must apply where a director has a loan from the company.

These regulations bring us into line with an EEC directive and since the regulations can affect the day to day operation of a business, advice should be sought as soon as possible.

New redundancy limits in force

New maximum limits came into force on February 1 relating to redundancy payments and the guaranteed daily payment for workers who are laid off. On redundancy the payments, of course, vary with age and length of service and weekly rate of pay.

The maximum amount anyone has been able to receive, however, has been a payment based on 20 years service at a weekly wage of £120. If, therefore a person had 20 years service over the age of 41 (where each year of service entitles the employee to $1\frac{1}{2}$ weeks pay) then the employee would have been

entitled to 30 weeks redundancy pay ($20 \times 1\frac{1}{2}$) at a maximum rate of £120 (even if the employee was earning more than this). The total maximum was therefore £3,600. The new limit is £130 so the maximum receivable goes up to £3,900.

Where an employee is laid off because of lack of work he is entitled to a guaranteed payment for five days in any one quarter. He can receive his daily rate of pay up to an overriding maximum of £8.75—which replaces the old rate of £8.50. This can of course be exceeded if his contract provides for a higher rate or if there is an agreement with a union about lay-off pay.

It is worth noting that the maximum compensatory award for unfair dismissal which stands at £6,250 remains unchanged.

Essential to keep to insurance terms

In view of cases that have been decided in the courts, it is essential for all those engaged in business to ensure that they keep strictly to the terms of any insurance policies that they have in force. Examples of difficulties that have occurred concern both business premises and vehicles used for business purposes.

For example, it is common that policies relating to motor vehicles contain a condition that such vehicles be kept in a roadworthy condition at all times. If an accident occurs, say as a result of worn tyres, then it will allow the insurance company to avoid paying out on the policy.

This will also apply if a vehicle is overloaded beyond its safe carrying weight or if in any way its bodywork is allowed to deteriorate into a dangerous condition. Moreover, to drive a vehicle in an unroadworthy condition can also lead to a criminal prosecution.

In respect of business premises, there are also a number of essential conditions laid down, the breach of which could lead to a claim being met—say where flammable materials are brought on to the premises or where important structural changes are made. Buildings are nowadays left unoccupied

over several days—especially with the long periods of breaks that occur at Christmas and New Year. The policy condition about unoccupied premises should be complied with in these cases so that a policy is not made void during such periods.

It is essential to examine in some detail the conditions which you are expected to meet—but more important to see that these conditions are in fact met as far as your business is concerned.

National insurance: the numbers game

As an employer, you are under a duty to make the necessary deductions from your employee's wages or salary and record them on a deduction card. This card must have inserted in it your employee's national insurance number. This is extremely important and difficulties can arise where this number is not known.

For juveniles starting work with you from school, if the employee has not got a number he or she should be told to obtain it from the local Department of Health and Social Security office. At the same time if the employee's pay is above the income tax threshold send along form P46 to the tax office dealing with your employee's affairs.

If an individual is joining you from another employer, you should ask that employee for his form P45 and this should have the national insurance number on it. If no P45 is available and the employee's pay is above the tax threshold send P46 to the tax office.

For a person starting work for the first time (eg an immigrant or married woman) send P46 to the tax office and tell the employee to get a national insurance number from the DHSS.

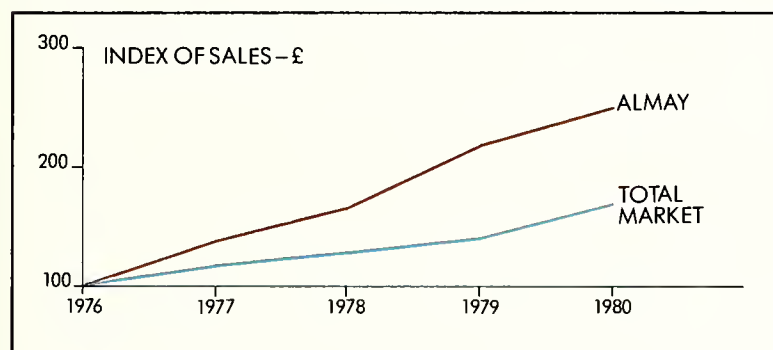
This Department stresses that even if a national insurance number is missing do not delay sending the forms P45 or P46 to the tax office since that office will try to trace the national insurance number for you. ■

Contributed by a barrister

ARE YOUR COSMETICS SALES BECOMING A SENSITIVE SUBJECT?

We don't have to tell you about the current problems of the cosmetics industry.

However, there is still one soothing word to say on this otherwise sensitive subject. Almay.



Our sales have been increasing by 30% per annum for the last four years. And, despite these difficult times, we've grown by a further 20% in the last six months.

There aren't many other cosmetics companies who can say that.

We can also safely say that we're the biggest brand of hypo-allergenic cosmetics.

And we can still afford to keep our advertising spending on the increase, while other cosmetics companies are cutting back.

With 90% of our trade going through chemists, our policy is one of limited distribution to selected accounts.

However there are still a few areas of the country with potential for new Almay agencies.

If you would like to be considered, please fill in the coupon below.

To: Mr. J. V. Brown, Almay,
225 Bath Road, Slough SL1 4AU. Tel: Slough 23971.
I am interested in becoming an Almay Agent.

Name _____

Position _____

Address _____

Tel. No. _____

ALMAY

The leading authority in hypo-allergenic cosmetics.

CD1



A strong new advertising campaign is encouraging your customers to ask for SEATONE

**Will the sales
and profits
be YOURS?**

McFarlane SEATONE is the first and original New Zealand Green-Lipped Mussel Extract marketed in England.

It consistently outsells all other brands.

It's a product you can sell with complete confidence.

It's supported by a full selection of sales aids – including window bills and streamers . . . display outers . . . counters and shelf displays . . . large showcards . . . leaflets . . . mobiles . . . shelf wobblers . . . even specially-lacquered New Zealand Green-Lipped Mussel shells to attract curiosity.

Now it's also supported by a strong, persuasive, continuing advertising campaign in publications such as Choice, Grace, Healthy Living, Here's Health, The Lady, Prevention, She and Yoga Today.

Can you think of any reason why your store shouldn't be among those who profit from all this?

McFARLANE SEATONE

McFarlane Laboratories (UK) Ltd.

11th Floor, New Zealand House,
Haymarket, London SW1Y 4TE, England.
Telephone: 01-930 8028

Who cares who makes it? It's mussel extract isn't it?

Careful...

To begin with, we care. McFarlane's Green-Lipped Mussel Extract has a reputation for unsurpassed quality and purity. We intend to keep it that way. We care so we can be sure.

Isn't that a reason for you to care too?

What we're sure of is that SEATONE is 100% pure. Because it's made by McFarlane Laboratories. We do everything from cultivating the mussels to capping the bottles.

McFarlane grow these unique shellfish "from seed to maturity" on our own scientifically-controlled farms in New Zealand.

McFarlane make sure the sea-water stays pollution-free, through constant chemical and biological monitoring.

McFarlane harvest the mature mussels in our own special fishing vessels. Test the shellfish for contamination and purity. Freeze-dry the extract with our own process. Encapsulate and bottle it with our own machines. In our own factories.

This is SEATONE.*

McFarlane worry making it. So you won't worry taking it. Perhaps this is why it outsells all other mussel extracts.

And why you should care who makes it.

SEATONE is available from leading health food stores, Boots and other chemists. Insist on it by name. What's sure is pure.

*contains 100% McFarlane's Mussel Extract



SEATONE 100% PURE

McFarlane Laboratories (UK) Ltd.,
11th Floor, New Zealand House,
Haymarket, London SW1Y 4TE,
England.
Telephone: 01-930 8028

100% PURE

SEATONE

Predictor will give you more positive results.

More women prefer to buy a home pregnancy test with a name they recognize and a good reputation.

Predictor was the first home pregnancy test on the market and, thanks to nine years' authoritative advertising, its name is well known, its reputation firmly established.

Predictor is also the simplest test to use. No two-stage method. Just one, simple, straightforward test women use 8 days after their period should have started.

Predictor works positively and that's the way it sells.

Predictor. The test that's not a trial.

NB. Predictor is accurate in 98% of cases. Predictor: Chefaro Proprietaries Ltd., Crown House, London Road, Morden, Surrey SM4 5DZ. 01-542 3402.



A new development in POS systems

In May 1980, *C&D* published an article describing the computerised point of sale, stock control system operating in the pharmacy of Roger King, an independent proprietor in Hedon, Hull. The following is his account of what he has done since then and his further experience.

As a result of the article, I have met and spoken with a lot more people interested in pharmacy computers and the exchange of ideas has been most refreshing. I have also had a fair number of frustrations which have led me to rethink and reorganise.

My biggest problem occurred soon after the article was published. The Scandata Bureau was bought by Jackson Associates and the new management seemed unable to understand my system, which led to a total breakdown.

I was faced by two apparent choices at the time. The first was to go to another bureau and get them to take over my own system, with all the work involved in setting up all over again. The second was to wait for Allen Computers to complete their programming for Independent Retail Computer Systems, recode all our stock and start again from scratch.

Both these alternatives involved a lot of work and time to bring us back to square one. I decided on the latter course, but whilst waiting for the system to become functional, I had plenty of time to think about what was right for my business and also saw the Channel System for small businesses based on the Commodore 8000 series microcomputer. This is designed by Martin Booth with whom I had many discussions when he was at Scandata before the takeover.

We agreed that this system as it stood was not suitable for pharmacy, but linked to a suitable POS terminal, it would be ideal. By coincidence, whilst Martin and I were talking at the "Which Computer?" exhibition, up came Hugh Burnett, POS manager for Omron Terminals, and as a result of the three of us starting discussions, the Monarch System (MONitoring Aids for Retail CHEmists) was conceived.

When I started inquiring about cost, I realised that with the probable

low price of the system, I would be as well off buying or leasing my own system as I would be using a bureau. True, there is a little more work involved in running your own system, but this is offset by the greater flexibility obtained and the possibility of doing other things with the computer, eg accounts.

Providing the software is properly written by a sympathetic expert, no knowledge of computing is necessary for the user, though I find I have become "hooked" by this fascinating subject and would love to have the time to go into it more deeply.



The VDU screen in action

My requirements from the system were that we should be able to process our OTC transactions on a daily basis and that we could run the dispensary stock control and possibly print labels using the computer itself in the dispensary. My first feelings were that we would have to have separate programs and item discs for each operation, but with the OTC stock up and running, it is beginning to look as if we can take care of dispensing on the same discs.

The programs have been written in such a way that all transactions can be entered either through the till or the computer and the same factor which allows us to order in PLOF quantities can be adapted to allow for dispensing, say, 50 tablets out of a

pack of 1,000 or 200 mls out of 2.25 litres.

With the experience I have gained over the years, I am absolutely convinced that it is only worth recording the movement of fast sellers on a computer. To try to put the entire inventory on, leads to unnecessary expense and time-wasting.

It also, of course, means expanding the code length required for internal use, to six digits which should be avoided if possible. By using the preset and price-look-up facilities available, we have been able to allocate codes of three digits or less to our top 230 lines. Also there is no need to key in a price, thus further speeding up the transaction.

All other lines have five digit codes, including a check digit, and we have a "dump code" for each product group. By subgrouping, we have been able to put remarkably accurate alpha product descriptions on file and all reports are clearly readable in this respect. This gets round the problem of some micro-systems which have only limited space for alpha descriptions. The resulting shorthand is not always readable without some thought and knowledge of the system.

All internal codes are capable of being interfaced with the *C&D* Price List code or suppliers' codes when required.

Whilst I feel that I can run my business quite happily on the system I have described, it would be no problem for a bigger business with heavier dispensing to allocate a separate pair of discs for dispensing and use codes from 1 upwards. There would be no need for a check digit as the product description will appear on the screen for verification—this would greatly expand the capacity of the system at minimal extra cost.

It should be emphasised that the code numbers used internally are entirely at the discretion of the user, interfacing to outside codes being a separate function. This gives the user total control and independence.

The user has the option of putting in order points and quantities or letting the computer calculate reorder levels based on the last 4 weeks' sales or a mixture of both. It will generate replenishment reports either by preferred supplier or on all suppliers to allow for both wholesale and direct buying.

Yet another application which would interest the agricultural and

Continued on p598

We're going to talk lot of people find em Making money.

When Johnson's Carefree Panty Shields* were launched in 1978, it took just six months to double panty shield sales, and become brand leader of the secondary protection market.

Throughout the country women who hadn't tried panty shields before began to buy Carefree and kept on buying it. In short, we created new business.

There was only one way we could add to that.

A second Carefree with gentle deodorant, available in 10's and 30's.

It's just as slim and just as comfortable as regular Carefree.

But it also gives the extra confidence that comes from using a completely safe deodorant panty shield.

Which is just what you would expect from Johnson and Johnson.



about something a darrassing.



So now there are two kinds of Carefree,
your store will be packed with female customers.

And if this little chat has made you blush,
don't worry.

Because in the long run, it'll make you
lots of money.

Johnson & Johnson

*TRADE MARK © JOHNSON & JOHNSON, LTD. 1978

COMPUTERS IN PHARMACY

Continued from p595

veterinary pharmacist is that the dispensary option could be exchanged for ag & vet, running both stock control and sales accounts as a full-time occupation with OTC processing as before. It might just be possible to squeeze all three functions in, but I believe either a bigger microprocessor or a second one would be necessary for total efficiency. Either way the costs would be well below the microcomputer systems which have received publicity both at BDAM and the ag and vet group weekend last October.

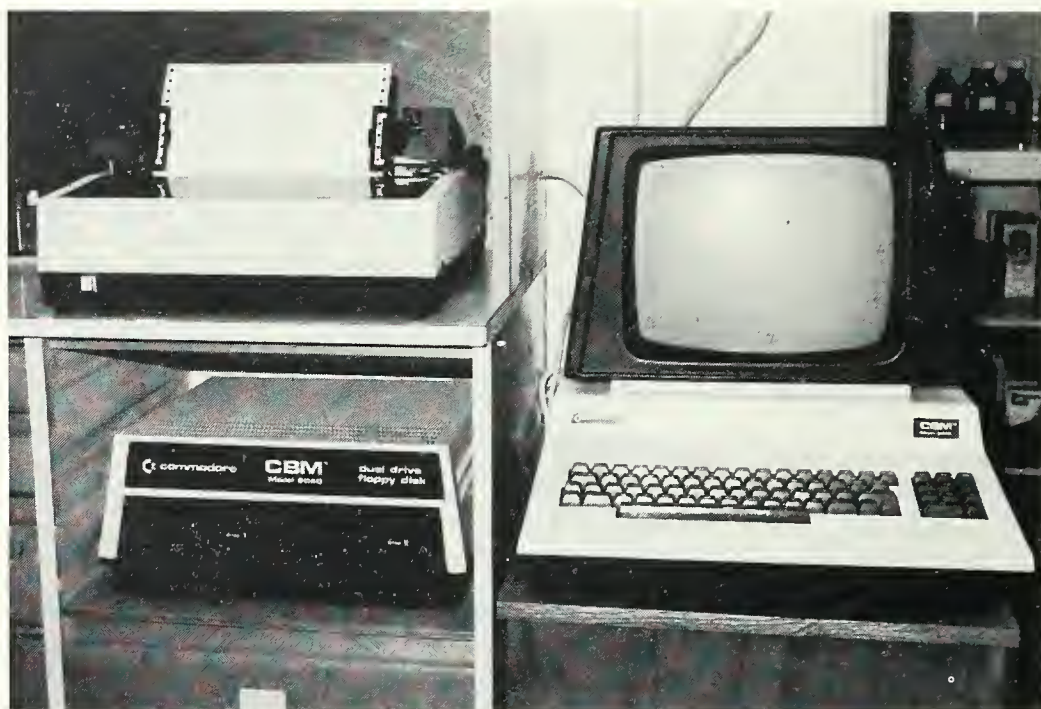
Because credit sales can be put through the till with an account number and picked up by the computer, the system would cater for goods collected by farmers from the

shop as well as goods delivered. A suggestion worth looking into for saving time, paper and postage is that instead of the usual invoice and statement procedure, a simple fully itemised invoice/statement could be

prepared each month for all live accounts.

The state of a customers' account could be displayed on the screen or printed out at any time if required. The computer will of course produce

The printer shown (right) is intended for report printing and is not ideal for dispensing labels. For this purpose the Wymark 40 column printer would probably be installed. The cassette recorder (far right) is usually situated under the counter but is shown alongside the till for photographic purposes



One new product law any teething problem

At Oral-B we'll be the first to admit that our new Dental Gel isn't the only product around that soothes sore gums.

It's the only one that carries our name, though. And to thousands of people that stands for a lot.

Oral-B are recognised as world leaders in dental care with our products being recommended by more dentists, more often than any other brand.

If you stock our toothbrushes, for example, you already know what that can mean to you in terms of sales.

A crying need

The potential for new Dental Gel is enormous. As well as being perfect for problems such as mouth ulcers and dental abrasions it is ideal for infant teething. As there are around 700,000 babies born every year, each of which will cut 20 teeth, that's a vast market in itself.

A product to match our reputation

At Oral-B we always produce the very best product for the job and Dental Gel is no exception.

It's clean and easy to use and adheres well to the mouth or gums, relieving pain and aiding healing. It's also pleasant tasting, disproving the theory that things have to taste bad before they do you good.

Sold by word of mouth

As with our other products, personal recommendation alone will keep your sales assistants busy. But to launch new Dental Gel we're giving it a little extra help in the right places.

As well as advertising to health visitors, GPs and dentists, posters pointing out the benefits of Dental Gel will be appearing in dental surgeries and clinics throughout the country.

Nobody that matters is going to miss the launch of our new product. We hope that includes you.

an aged debtor analysis, allowing a stop to be put on accounts if required.

The reader may have noticed that I have not mentioned the highly controversial subject of patient records. I personally believe that pharmaceutical records would be much better handled by a pharmacist than by unqualified ancillary staff at the surgery. As it happens, my local doctors agree with me and we are jointly considering the problems.

I believe that the easiest method of

coping with the extra storage required would be to couple on a second disc drive. It would be possible without, but would slow down processing. It really depends on whether the user is prepared to pay for a system which is bringing in no return at present.

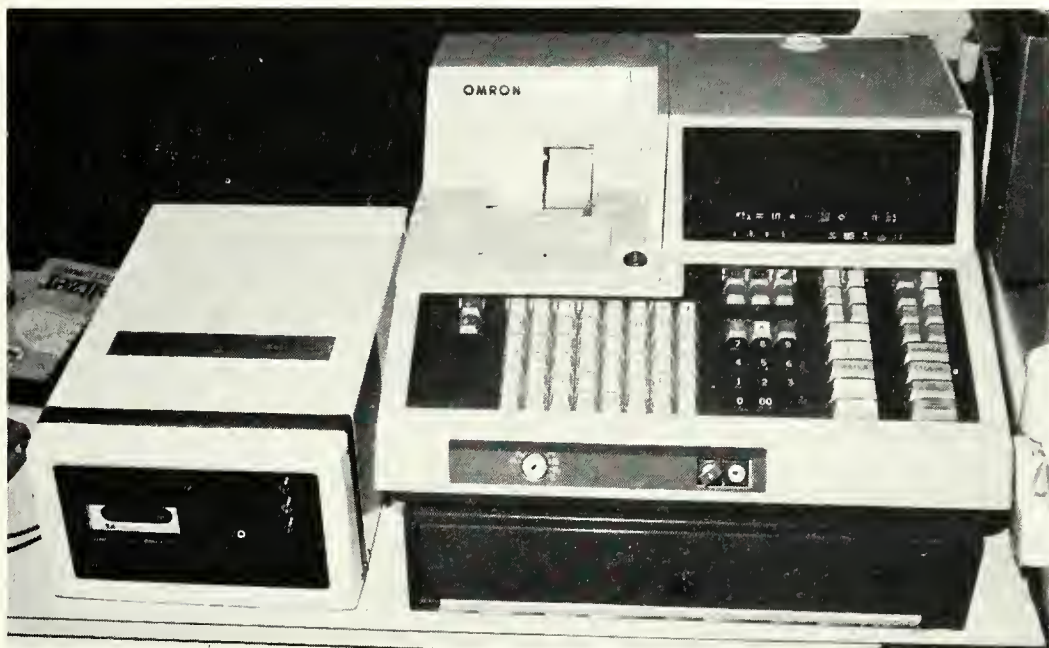
The Monarch system consists of an Omron Systems 80 cash register with a cassette recorder capable of taking up to four tills if required, a Commodore 8000 series computer, dual floppy disc drive and printer,

together with the necessary software including the file and index of the products on our PLOF disc. The all in package price is £5,500 or on lease about £29.00 per week.

No written article can take the place of trying a system for oneself and it is planned to arrange demonstration sessions around the country starting in April. Certainly for me, one of the high spots was seeing sales information from the till displayed on the computer screen.

Although not actively concerned in marketing the system, I would be happy to discuss the system from the user's point of view and could demonstrate our equipment as I have some "demonstration discs" for this purpose. Naturally I am biased towards a system which I have in a small way helped to create, but I truly believe that the experts behind it have produced an excellent package at a very competitive price.

The Monarch System is being marketed jointly by: Omron Terminals UK Ltd, 58 Coombe Road, New Malden, Surrey KT3 4QW (tel 01-949 1032) and Channel Business System, 25 Ferndale Road, Burgess Hill, Sussex RH15 0HB (tel 044-46 5802). ■



uch that won't have ns.



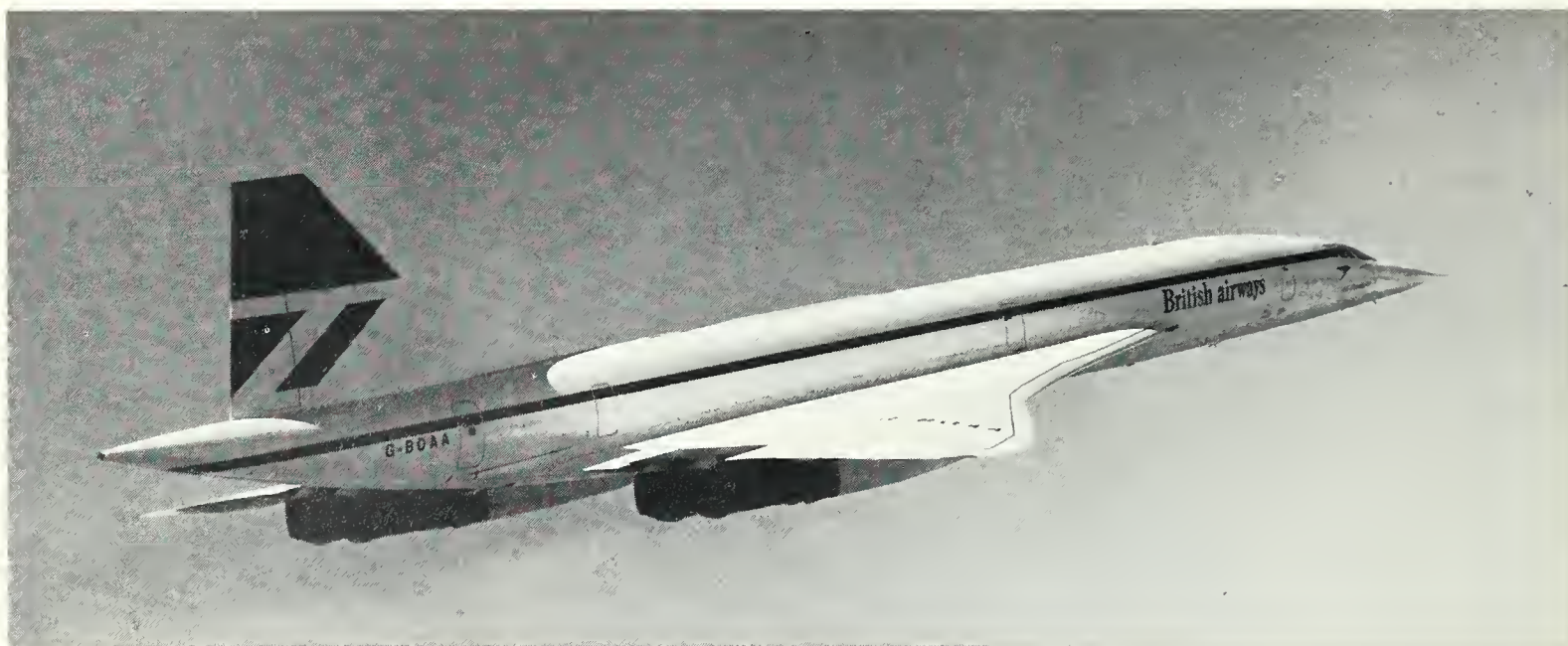
Oral-B

the world's first name in oral care.

No 0420/0042

Cooper Health Products Limited, Gatehouse Road, Aylesbury, Bucks HP19 3ED. Telephone: (0296) 32601

HOLIDAY REMEDIES



Small, seasonal, but worth the space

However much the recession deepens or the sun stays behind the clouds, people will still take their holidays. This is borne out by last year's travel figures.

So, although the holiday remedies market is not huge, it is reliable, and even more important, it is pharmacy-dominated. What then can we expect this year?

More and more people are going abroad for their holidays—good news for the pharmacist as, distrusting the availability of medicines abroad, most people will buy all their remedies before travelling. Last year 15 million people travelled abroad from Britain—a 15 per cent increase on 1979—and 10 million of those were holiday-makers.

The Association of British Travel Agents says that although most people still take their holidays in the summer there is a trend towards a more even spread throughout the year. Also people are not taking longer holidays—instead, they are going more frequently. So these trends should point towards the holiday remedies market becoming less seasonal and Wellcome's latest Marzine sales figures seem to bear this out (see later).

Travel sickness remedies seem to be the easiest of the holiday medicines markets to quantify. Estimates range from £750,000

(Wellcome) to just under £1 million annually (Nicholas). No new products have been introduced in the last two years but the ones already available seem to be effective.

A recent *Drugs and Therapeutic Bulletin* concluded that hyoscine hydrobromide, taken one hour before travelling, remained the best prophylactic for travel sickness on short journeys. At a dosage of 0.3-0.6mg the side effects of drowsiness, dry mouth and blurred vision seemed not to be noticeable, it said, whereas at higher doses there was no substantial improvement in efficacy but the side effects did occur.

For longer journeys the *Bulletin* recommended an antihistamine, as these have a longer duration of action than hyoscine. Promethazine (25mg) was probably the most effective, it said, and all the commonly-used anti-histamines including cyclizine, dimenhydramine and meclizine should be taken two hours before

travelling. They probably reduced travel sickness by their anticholinergic activity rather than any antihistaminic effect.

Carefully controlled trials of cinnarizine are needed, the *Bulletin* said, and if metoclopramide was shown to be effective in such trials, then the relative absence of sedation might make it particularly useful.

Janssen say that a study of car-sickness remedies for children has just been completed which demonstrates the superiority of Stugeron. The results will probably be published in June. Although the Stugeron travel wallet is widely used by the yachting fraternity, the company feels that the size of the pack may make the product too expensive for casual travellers and car sickness sufferers.

Smaller pack

To overcome these disadvantages, earlier this month Janssen introduced a 15-tablet travel pack to retail at £0.79 (*C&D* last week p539). In-store display material is available and there is an introductory bonus on the new pack until April 30.

Nicholas Laboratories claim brand leadership of the travel sickness market for their product, Kwells. A 34 per cent volume share is quoted for last year and the company says this represents a 2 per cent gain over the 1979 figures. Although the market is virtually static in volume terms, Nicholas say that good profit margins represent a regular boost during the peak holiday months. However they

Continued on p602

Introducing

Stugeron

travel pack 15

TRADEMARK



TRADEMARK
Stugeron

Cinnarizine 15 mg

15 tablet travel pack



PREVENT
TRAVEL SICKNESS

Retail Price
79p
Inc. VAT

The all round travel sickness preparation you can
recommend with confidence.

Bonus Offer

**5 packs free with every
Display unit.**

Direct from Janssen charged
through your wholesaler distributor.

This offer closes 30th April 1981

Please supply: ☐

DISPLAY UNITS each containing 20 Stugeron
Travel Pack 15's plus five packs free of charge.

Pharmacy _____

Charge through _____

Post to Janssen Pharmaceutical Ltd, Freepost, Marlow, Bucks. SL7 1BT

HOLIDAY REMEDIES

Continued from p600

emphasise that the seasonal nature of the market makes sensible stocking essential.

Marzine holds just over 20 per cent of the market, according to Wellcome, and is the third biggest-selling travel sickness remedy.

Volume sales of the product were up by 40 per cent from September 1980 to January 1981 over the same period last year, the company reports. They think this probably reflects the increasing number of people taking winter holidays and are highly

optimistic about future sales. POS material will be the same as last year.

Stafford-Miller point out that although children are the most likely to suffer from travel sickness, only their product, Joy-rides, is formulated to give the correct dosage for children without breaking-up tablets. In 1981 Joy-rides will be the most heavily advertised travel sickness tablet on the market, they claim, with a national campaign in women's magazines from June to August. The advertising will offer children

membership of the Joy-rides travellers club. The tablets are currently on bonus and interested pharmacists should contact company representatives.

Last year, Farley Health Products took over the marketing and distribution of Sea-legs. They estimate the total travel sickness market to be worth about £800,000 with 1.8 million packs sold annually. Sea-legs hold a volume share of almost one-third, they say.

This summer Sea-legs will be advertised in the RAC Continental Guide, the RAC Guide and Handbook and the Continental Motoring Guide. The product will also feature in the 1981 "Wise traveller" leaflet produced by Potter and Clarke Ltd for distribution by travel agents.

Finally, in the travel sickness market, Thomas Guest's products should be getting some more promotion following the company's take-over by English Grains last year. Sure Shield travel tablets come in both child and adult formulations (containing 75mg and 150mg chlorbutol respectively) and should be re-packaged later this year.

It pays to display.



Sudocrem is a real profit maker!

As a general sales list product Sudocrem can be freely displayed. Sudocrem is particularly useful for the treatment and prevention of napkin rash.

It can also be used to treat a wide range of other skin conditions, napkin rash, eczema and bedsores.

There is a strong demand from customers for this product, (we've received hundreds of letters asking "where can we get Sudocrem?") there is strong support available for you.

So don't wait — Display Sudocrem now and cash in on a winner.

Sudocrem
ANTISEPTIC HEALING CREAM

Napkin Rash
Eczema
Bed Sores

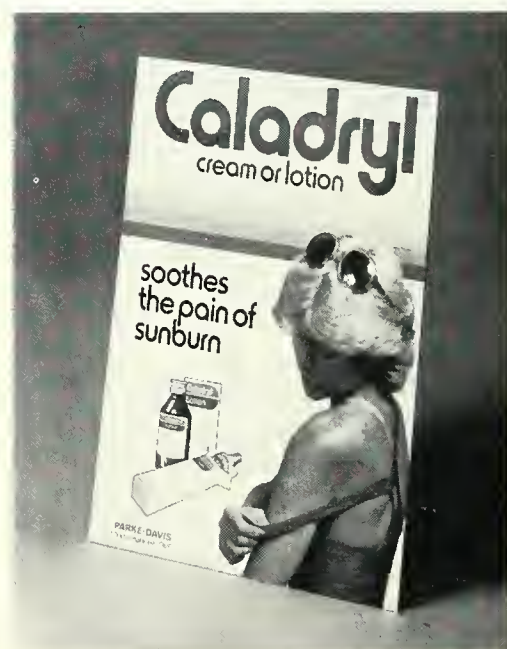
Other remedies

Anti-diarrhoeal preparations are also important holiday medicines. Beechams estimate that over £530,000 worth of Diocalm was sold by independent chemists in 1980 and 40 per cent of these sales were between May and August.

"The 1981 advertising campaign commences at the beginning of May

Concluded on p605

The Caladryl showcard currently available



David Anthony Ltd,
Pharmaceutical Distributors, 59 Crosby Road North, Liverpool L22 4QD
Retail Prices: R.R.S.P. per Unit (Inc. Vat) 65g — 55p, 125g — 87p, 325g — £1.75.

YOU WOULDN'T RECOMMEND DRUGS FOR CHILDREN THAT ARE MADE FOR ADULTS.

Travel sickness tablets could be the exception.

They're invariably made in dosage levels for adults.

But it's children who are more likely to be travel sick. And to need an effective remedy.

So keep Joy-Rides in mind. The first travel sickness tablet sold only through chemists and made specifically for children under 15.

So you can recommend them knowing they have the right dosage level for children.



And that unlike most adult remedies, they're pleasant tasting and easy to swallow.

But don't be surprised, if people ask for Joy-Rides by name.

As this year it will be the most heavily advertised travel sickness brand in women's magazines.

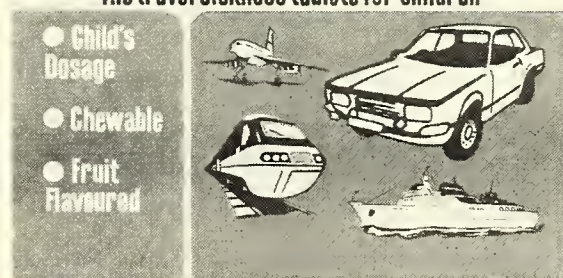
And the first travel sickness tablet ever to be heard on radio—as well as the first to launch a Travellers' Club for children.

Your Stafford-Miller representative can give you details of special trade offers.

And he'll convince you, children aren't the only ones who'll benefit from Joy-Rides.

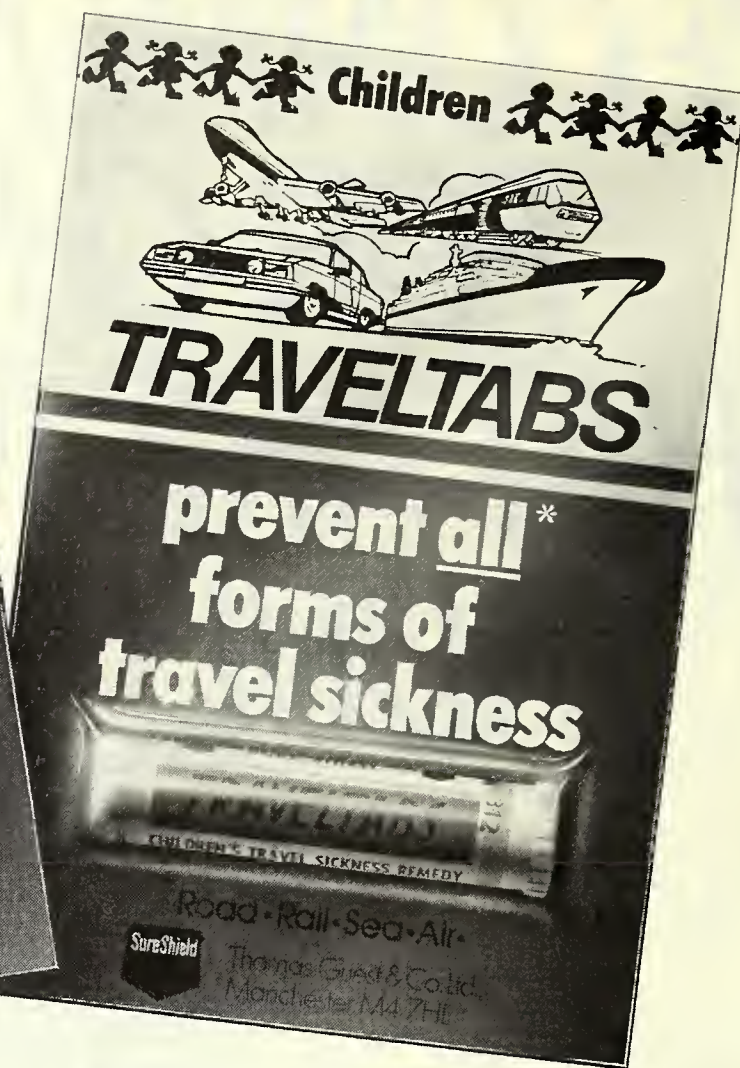
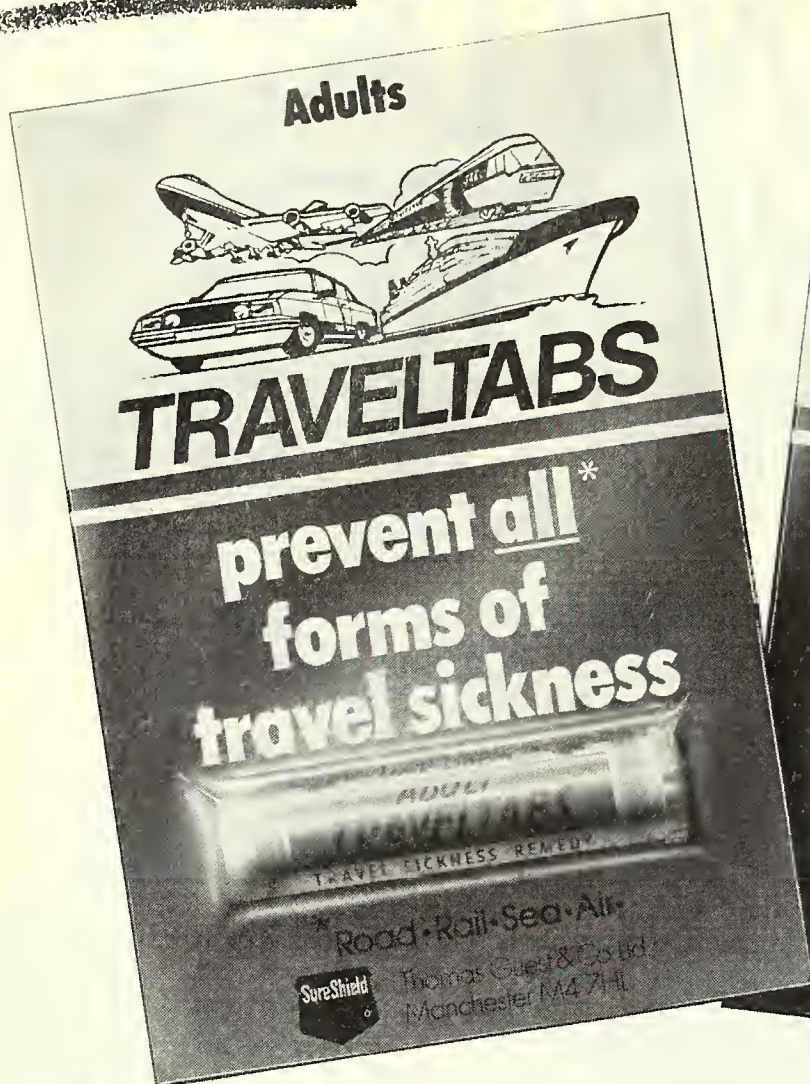
Joy-Rides

The travel sickness tablets for children



THE FIRST TRAVEL SICKNESS TABLETS MADE SPECIALLY FOR CHILDREN.

NEWS ABOUT TRAVELTABS!



New Hard-hitting consumer press campaign. High frequency advertisements in Sunday People, My Weekly, Daily Mirror, TV Times, Woman's Weekly,

New BIG BONUS TERMS – ask your Thomas Guest rep. for full details.

New Look out for Traveltabs now packed in the smart new blister-card.

New Impactful point-of-sale dispenser available soon from your Thomas Guest rep., or direct.

NEW-LOOK TRAVELTABS

the product that stops travel sickness before it starts

Sure Shield 

Family medicines from Thomas Guest

Thos. Guest & Co. Ltd., 92 Carruthers Street, Ancoats, Manchester, M4 7HX
24 hour telephone service: 061 205 2975 and 061 205 8998

HOLIDAY REMEDIES

Continued from p602

and will be the heaviest ever," according to John Longden, brand manager, Beecham Proprietaries. Advertisements will be featured in national, regional and Sunday Press,



as well as women's magazines and travel journals, and the campaign will run continuously from May to September. The newspaper advertisement asks the question "Will tummy-bug ruin your holiday?", and then goes on to explain the efficacy of the brand.

Poster campaign

Beecham's poster campaign, started in 1980, will be extended and more prominent sites have been booked across the country. The theme is "Happy holiday insurance—with Diocalm". For POS material there is a new display card which allows stock to be stored on the reverse as well as signpost units highlighting Diocalm and featuring other Beecham summer brands like All Fresh and Germolene.

Germolene itself is being advertised on television from mid-April. The campaign is said to cover

Beecham's summer window display

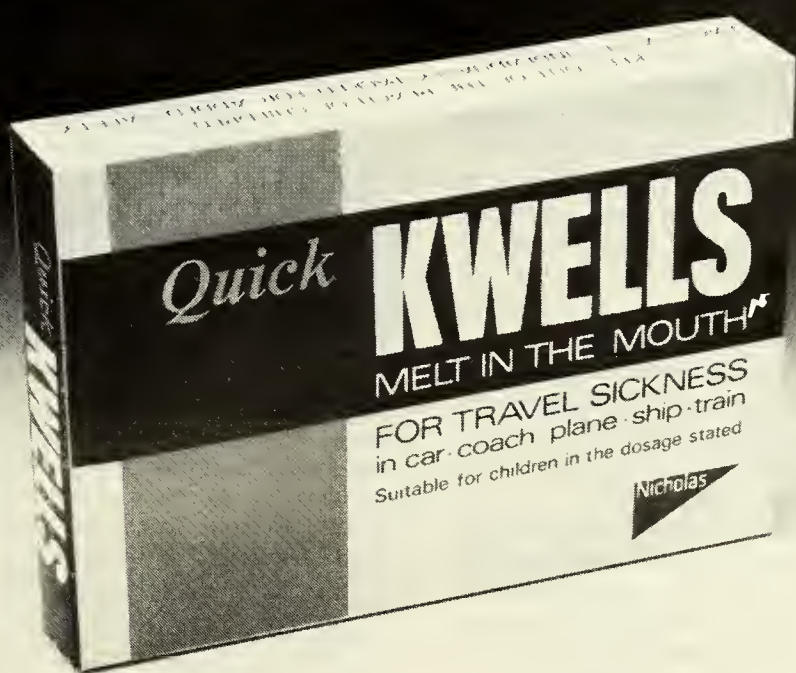
over 95 per cent of the UK and uses the theme "Germolene treats more than cuts and grazes".

Sterling Health say they market a number of products that are useful holiday remedies. They can also supply a free leaflet—"The holiday health checklist". It provides a comprehensive list of items to consider before going on holiday, including insurance, vaccinations, first aid kits and additional items that it would be advisable to purchase. Supplies are available from Holiday Leaflets, Sterling Health, Surbiton, Surrey KT6 4PH.

Both Hedex and Andrews will feature in advertising campaigns during the summer months and Milk of Magnesia liquid will be advertised in women's magazines.

Lastly, in the insect repellent field, Pickles are introducing a cream into their Mijex range. It contains diethyltoluamide and citronella and the 35g tubes will retail for £0.59. The cream should be available next month and introductory bonuses will be available. ■

How to profit from your customers going away.



Holidays mean travel.
And that means Kwells.
Endorsed by an independent medical report, Kwells is, not surprisingly, still the biggest-selling travel sickness remedy.

So make sure you're well stocked up for the summer.



KWELLS - Britain's leading travel sickness remedy.

Counterprescribing — a basis for the future?

Service should be the basis of NHS remuneration—and service to the patient through counter-prescribing should be the basis of the pharmacist's professional role. Those were two viewpoints expressed by speakers at a "lunch-time forum" arranged by Buckinghamshire Local Pharmaceutical Committee on Sunday.

The first speaker was Mr Bernard Hardisty, newly appointed managing director of Winpharm (see below) and a co-opted member of the Pharmaceutical Society's Council, whose theme was "over-the-counter pharmacy".

Mr Hardisty suggested that, by taking up the challenge of counter-prescribing, retail pharmacy could solve many unrelated problems in public relations, educational policy, supervision, and restriction of drug supply.

In searching for a role, the pharmacist should ensure that it was not "self sought" but one of which others wished him to fulfil. Counter-prescribing was required not only by the public but by government agencies which were trying to encourage self-medication to relieve pressure on the NHS. In this the pharmacist was seen as an under-utilised resource.

Mr Hardisty said older pharmacists had been brought up to give advice during their apprenticeship, but pharmaceutical education needed a change to accustom the graduate to this traditional role. The profession's manipulative function had gone and the coming of original-pack dispensing would sever the last link. However, "OPs" would not only overcome product liability problems but would make dispensing easier to supervise, releasing the pharmacist himself from the dispensary to meet the public. Hospital pharmacy had already passed dispensing to technicians and retail pharmacy could cheerfully do the same, given a counter-prescribing role.

The profession regularly criticised the sale of medicines outside the pharmacy, but at the same time there were demands for more supervision of sales. Mr Hardisty reminded pharmacists that marketing was concerned with adding value to a

product, and when pharmacists gave advice in making a sale the value of that sale was enhanced. "How foolishly we delegate that to the assistant."

Once the new role was accepted as being crucial to the survival of the NHS there would be a strong case for a second pharmacist in all pharmacies, said Mr Hardisty in dismissing fears for the future of pharmaceutical employment.

New scientifically-trained graduates emerged from university to find "life ain't like that," and the speaker suggested counter-prescribing, linked with dispensing and the shop in a practical, dignified and professional way, would provide a lesson for those compiling pharmacy courses. The College of Pharmacy Practice he considered an important development.

Public relations also fell into place since dissatisfaction stemmed from the pharmacist's feeling of being undervalued in the public eye. The counter-prescribing role was marvellous public relations but Mr Hardisty reminded retail pharmacists that it was what happened in the shop—the reality not the image—which was important.

Stressing the need for unity within the profession he said there was usually no problem between general practice and hospital, which shared an interface with the public. The pharmaceutical industry, however, still horrified the student by its commercialism. The old image of quackery died hard and the modern industry was only a few decades old. Pharmacists were better qualified for the industry than many other scientists, but graduates must have an open mind and keep general management as their goal. Counter-prescribing required the industry to provide a new range of medicines

suitable for the pharmacist's recommendation.

What were the problems? Retail pharmacists could not compete with supermarkets and the wheel may now have come a full circle, encouraging a return to the traditional pharmacy with drug counter, toiletries and sundries. Some multiples were already thinking that way, ensuring drug counter assistants were distinguished from others.

What was counter-prescribing? The Society called it response to symptoms, but many confused it with extemporaneous dispensing—which would always leave a gap between the quality of product available on medical prescription and that prescribed by the pharmacist. The pharmacist required more drugs to prescribe in common with the doctor, that meant trying to get more Prescription Only medicines available for pharmacy sale. The gap between POMs and GSLs was too small, and Mr Hardisty supported the US move to release diluted topical steroids, adding that there were areas such as urinary disinfectants (eg, the sulphonamides) which the pharmacist could usefully prescribe and monitor.

It was not necessary to encroach on doctors' territory at all—merely to get back to an area that had always been pharmaceutical. Neither was it



Mr Bernard Hardisty, FPS, who spoke at the conference, has been appointed managing director of Winpharm, a division of Sterling-Winthrop. He was previously director and general manager. Mr Hardisty joined the group in 1957 after working in retail and hospital pharmacy. He has held a series of managerial positions with this company and also with Roussel Laboratories Ltd. In 1979 he was made a Fellow of the Society and in 1980 was co-opted to its Council. He also serves on the public affairs and consumer affairs committees of the Association of the British Pharmaceutical Industry

BUCKS LPC CONFERENCE

necessary to become barefoot doctors in diagnosis—simply that the pharmacist's antennae should vibrate at the correct time to put a limit on self-medication.

On the question of liability, Mr Hardisty suggested it was simply necessary to stop to question whether, if arraigned before one's professional peers they would "think I am doing right."

Paying for service

NHS contractors' remuneration must in future emphasise service aspects of the profession and get away from the supply function, Mr Alan Smith, chief executive of the Pharmaceutical Services Negotiating Committee, told the conference.

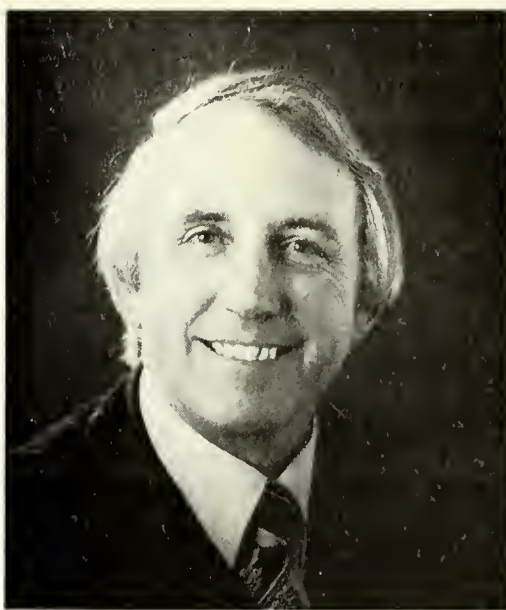
He was explaining the thinking behind the new contract proposals put forward last year, stating that under the present cost-plus system the pharmacist's efficiency and good business acumen were penalised; the averaging system meant that half the contractors were below "average", and that rationalisation of pharmacies must encourage location where a service is required—such as on urban housing estates.

Mr Smith said that while supply remained the basis for remuneration rather than quality of service, someone would always be willing to undercut the system. In Sweden and Denmark such thinking had provided a ratio of one pharmacist supervising 16 technicians to cut the cost of supply.

PSNC had taken several steps towards rewarding service. Most important of these was the basic practice allowance—England and Wales were the first countries in the world to receive a payment recognising the availability of the pharmacist in his pharmacy to advise the public.

Mr Smith hoped pharmacists would accept the challenge laid down by Health Minister Mr Ennals and Mr Jenkin, encouraging patients to see the pharmacist before the doctor about minor ailments. They should make time available and perhaps even dedicate a special area in the pharmacy for private consultation—especially with the general practitioner who might be reluctant to accept advice in front of a shop full of patients.

The Essential Small Pharmacies Scheme was also a payment towards providing a service where it was needed. It was not a case of supporting lame ducks: as the average moved upwards through pharmacy closures,



Mr Alan Smith

so new pharmacies became at risk through being below the average. Closures also reduced the global sum available for distribution among all contractors. The profession, said Mr Smith must take on the provision of service wherever it was needed and not just where convenient and profitable—and that must be encouraged through remuneration.

Areas in which "service" was now remunerated included an allowance for training pre-registration graduates—"those who train our successors now get the money". It was essential that the quality of the pharmacist's advice should be second-to-none, and that involved postgraduate education. As recently as three years ago the locum allowance for attending courses was only £8 a day, resulting in most courses being held at weekends. Now the allowance was up to £17, with hope of a further increase in the near future. Together with a £27 overnight allowance and travelling allowance there was now a positive inducement for pharmacists to keep up-to-date. Mr Smith was opposed to mandatory postgraduate education, however, but was keen to see a seniority payment for those who do keep up—such as an increase of 10 per cent in BPA for those attending courses.

Expansion of the pharmaceutical service was provided for in the new contract document. There were suggestions for blood-pressure monitoring, pregnancy diagnosis, urine analysis, patient records and checking compliance with prescribed medication. However, the emphasis on service did not mean that remuneration should not be concerned with profit and turnover, though in the past too much attention had been paid to these.

In Australia contractors had gone for a percentage (26 per cent) on turnover but the government, through limited drug lists and limited quantities, had kept drug costs down to a 4 per cent increase; as a result contractors could not keep pace with inflation. This was exacerbated by an excess of pharmacists, so that in the towns three or four stayed open until 9pm (eliminating rota fee) and in state capitals some stayed open all night (eliminating urgent fees).

In England all political parties had funk'd containment of the drugs bill—they were concerned about the 21 per cent service cost but not the 79 per cent ingredient cost. They had used only indirect approaches such as prescription tax, and it could be expected that in future the tax would be increased in line with ingredient costs. However, a spin off from computerisation by the Prescription Pricing Authority would allow prescribers to receive monthly information about their costs if they wished. This, and the triple prescription scheme, could reduce the drugs bill and PSNC had to ensure the result was an increase in pharmacists' remuneration.

At present only 81 per cent of the first pharmacist's salary was included in remuneration, despite the fact the pharmacist was contracted to be available 100 per cent of his time. Mr Smith believed the case for 100 per cent payment—which PSNC has pursued unsuccessfully since 1971—should go to the review panel as soon as it is established.

Pharmacists had only themselves to blame about the additional pharmacist allowance since the numbers of second pharmacists had been reduced substantially during the lean years 1975-77, being the only overhead which could be reduced. This, however, was a self-defeating, reducing spiral since the next inquiry would show a reduction in labour costs. At present 4.7p per prescription was paid towards paying for additional pharmacists and Mr Smith believed this should rightly go only to those who employed them. The speaker was in favour of technicians, but only where they were additional staff, freeing the pharmacist to advise the patient, not when they replaced the pharmacist.

Mr Smith concluded by referring to the "disastrous turn of events" at the LPC conference at which the Minister of Health threatened to tear up the cost-plus contract. ■

PSNI DINNER



NI pharmacists' role in health education

A health education programme involving pharmacists should be set up in Northern Ireland it was suggested last week.

Miss M. J. Watson, president of the Pharmaceutical Society of Northern Ireland, speaking at the president's dinner before an audience of pharmacists and representatives of sister professions, argued that such a programme should be government-sponsored. There were many circumstances in which advice could be given, including schools, women's meetings, farmers' and youth groups, and there was also a need for education about drug abuse. This, said Miss Watson, should come from health professionals rather than teachers.

Responding to the toast to the guests, Mr David Sharpe, president of the Pharmaceutical Society of Great Britain, spoke of the EEC draft Directive giving pharmacists the right of free movement and establishment.

Opinions about its desirability differed, but among the health professions, pharmacists were probably the last to have the right. "I think it would be ill-considered of us to contest or delay that right. Of course, it may be economically inconvenient and perhaps we would prefer the introduction of legal controls on the opening of new pharmacies before freedom of movement materialises, but . . . who are we to deny the right of movement within the Community of the young pharmacists we are producing today and who may seek

a different career in the future to that which we made for ourselves?"

Mr Sharpe said some pharmacists, and particularly academics, were disappointed that the draft Directive did not require an increase in the length of the degree course. "May I suggest that you cannot measure the quality of education by its length. In my Council, objection has already been made to the way in which the education derogation (for that is what they call it) has been set out for the UK. It gives the impression that our education is deficient, and this I do not, and will not, accept."

Mr Sharpe added that the heads of schools were seeking to lengthen the course, but when government grants to universities were being cut he "wished them success". He also contended that today's degree course offered a general education in science second to none—which might be made available to more students were it not for the fact that the graduates would have to make their career in the practice of pharmacy as we know it. "There is already evidence that we are producing, as it is, too many pharmacists for the well-being of our profession." Nevertheless, Mr Sharpe said he hoped to see a four-year degree course in the not too distant future.

Mr Tony Quirke, president of the Pharmaceutical Society of Ireland, agreed that the draft Directive would strengthen the ties between the Societies. He also backed Miss Watson's call for drug education, adding that in the South pharmacists had long pestered the Government for a role. Last year the Government, the Health Education Bureau and the Society had come together and there were now trained pharmacists in each of the health regions who could lecture on the use of medicines. ■

Pictured above with PSNI president, Miss M. J. Watson, are the Society's two new Fellows Mr N. A. J. Anderson (left) and Mr J. Gordon (right), and in the right hand picture, the presidents of the Pharmaceutical Society of Ireland, Mr Tony Quirke (left) and of the Pharmaceutical Society of Great Britain, Mr David Sharpe

Fellowship awards

Fellowship certificates were presented to two members of the Society at the dinner—Mr N. A. J. Anderson and Mr J. Gordon.

Mr Anderson served his apprenticeship with J & J Canavan Ltd, Portadown, from 1928, registering in 1933. After a six months locum in Portrush he returned to Portadown to open his own business, which he continued to run until 1979.

He was for many years a member of the Executive Committee of the Ulster Chemists' Association and its president in 1965; a representative of his area on the old Local Pharmaceutical Committee and also a member of the Society's Council. Mr Anderson was an early chairman of the Lurgan, Portadown and Armagh Branch of the Society.

Mr Gordon began his apprenticeship in 1939 with C & J Montgomery, Royal Avenue, Belfast, under Mr Wilson McDowell. Subsequently he joined John Clarke & Co, Donegall Square West, Belfast, and while there qualified. Later he purchased the business of John Bradbury and opened premises in Great Victoria Street, Belfast. Although some three years ago Mr Gordon sold his interests in the company he continues in its employment.

He was co-opted to the Council of the Society in 1957 and served on most of its committees, retiring in 1972. ■

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LETTERS

Cash in now on medico-pharmacy!

Whilst reading a recent report on the contents of *Medeconomics* (issued free with *General Practitioner*) which recommended swift attention by doctors to their right to dispense, I was reminded of the time when I opened one of my stockrooms as a surgery.

Although my medical techniques were non-existent, I was fortunate enough to secure the services of a gas fitter (struck off for posing as an ice-cream salesman) and an unemployed deckchair attendant from northern Alaska. Together they were a formidable team. I merely referred cases to them certain in the knowledge that they would not actually *practise* medicine but instead would diagnose and prescribe treatment for patients presenting at my surgery. This obvious difference ensured that there would be no conflict with the medical profession who merely diagnose and prescribe treatment for *their* patients.

Yesterday, just as they had finished giving 'flu injections to patients living more than one mile from a medical practice, I called Gasket (fitter) and Stripey (deckchairs) to my unremunerated overhead (office) to give them the good news. Yes, the Cosyer Report was out. Although pharmacists had no "right" to practise medicine, they might be asked to practise medicine in particular situations. As Gasket and Stripey remarked: "Good, now we can expand".

My surgery

Thus, my present surgery occupies two stockrooms, a bottle-shed and a Yardley lipstick stand, all converted and maintained largely at the expense of the DHSS. I am now paid both for dispensing and for diagnosing and prescribing. Furthermore, the remuneration obtained from my surgery contributes to the value of my pension when I retire.

Any general practice pharmacist who wishes to exercise his right to diagnose and prescribe before it is too late will have to risk the wrath of both professions, but there could be a fair amount of money at stake and at worst he will just have to weather some pretty harsh words.

Colleagues, I urge you to move swiftly. Engage qualified assistants as I did; convert your stockrooms; buy a black bag and stethoscope; get in

your ECG recorder before the deadline. One note of caution—experience has taught me that a Gillette GII dumpbin is easier to convert than the Yardley lipstick stand.

I am now investigating the possibility of encroaching in the fields of dentistry, nursing and micro-electronics.

Alan Pepler

Minchhead, Somerset

Keep up the PR

Mr J. Davies' first option (Letters last week) concerning the use of LPCs and patient, logical, explanation of the pharmacist's position in dispensing doctor disputes, has been fully exploited in Gwynedd for years.

PSNC and the FPC have many letters on file, but in the final analysis it comes down to the very basic issue of money—and who should be entitled to it. This in turn is distributed according to FPC regulations which are in favour of the doctor. Efforts are now being made to change these regulations so that bias cannot be said to be shown to either the doctor or the pharmacist.

There are 50 dispensing doctors in Gwynedd and 65 pharmacist contractors. That public expenditure should be seen to be accountable is reasonable but we cannot, in a time of cuts, see any logic in a testing scheme only for pharmacists while dispensing doctors are not tested. This should be corrected and if necessary pharmacists should withdraw from the testing scheme until it also applies to the dispensing doctor.

In answer to Mr Davies' questions, the Clothier proposals were the best of a bad job where neither side won, but where the most damaging point, from the pharmacist's position, was the retention of an out-dated 1912 "one-mile limit." This is totally unacceptable to my Committee who want it challenged as soon as possible and not left enshrined in the legislation.

To eliminate rural doctor dispensing is unrealistic in that I personally think there will always be areas, not economically viable for a pharmacy, where the needs of the patient have to be paramount.

Action through LPCs and FPCs will only be effective with reasonable regulations. Continued argument of the pharmacist's position is useful public relations and educational for many, but quite academic when FPCs arrange rebuilding of doctors' surgeries/dispensaries, using public funds, in effect stabbing the pharmacist in the back and making his position economically impossible.

That rural pharmacists should stand on their own feet and be counted

is an excellent idea. Too often in pharmacy people wait for others to "do something"—the LPC, PSNC, PSGB. However it is understandable that no-one should wish to provoke a backlash, particularly on oneself, and the use of committees' corporate responsibility can provide a much-needed anonymity for a pharmacist.

While the PSNC has the national picture well documented, I would urge pharmacists to write personally to the pharmaceutical Press to create a political will for implementation of change. The LPC representatives in London have already shown the Minister that the rural dispensing issue is a very important matter of principle. The pressure must be maintained, not only by the PSGB and PSNC but by individual pharmacists accepting their own personal responsibility to initiate change.

R. N. Thomas

Secretary, Gwynedd LPC
Holyhead

Postscript

Parliament in its wisdom has presented that doyen of the provident societies, Peter Dodd, with another golden opportunity to exercise his entrepreneurial talent on behalf of the Unichem shareholders.

Unichem's holiday business booms, as does their wholesaling operation, and now members can look forward to a further increase in "profits for redistribution" thanks to a Bill laid before Parliament on March 12.

"Be it enacted by the Queen's most Excellent Majesty, by and with the consent of . . . The Food and Drugs Act 1955, section 16 (registration of premises for the manufacture and sale of ice-cream and sausages, etc) shall be amended so that domestic premises shall be exempted if the food intended for sale is for the benefit of the person preparing or manufacturing it, by a society registered under the Industrial and Provident Societies Act 1965."

In other words Peter Dodd may soon be found at home each weekend bending over a sausage machine, that is when he's not whipping up Unichem's own brand of ice-cream.

This year's profit share may be partially paid in kind: one cornet and a pound of sausages for each £100 earned. Makes a change from notional pricing and traditional discounting.

However C&D sources close to the National Association of Pharmaceutical Distributors indicate that this could be the start of a new wholesale war.

"He who reaches the stomach of the apothecary will indeed enjoy ample benefit." *C&D* April 1, 1784. ■

IMPORTANT ANNOUNCEMENT

CyclogestTM

Progesterone B.P.

CHANGE IN DISTRIBUTION

With effect from 1st April 1981, Cox Continental Limited will take over the distribution and invoicing of Cyclogest 200mg and 400mg pessaries/suppositories on behalf of L. D. Collins and Company Limited.

Cyclogest will continue to be available through all existing wholesalers, however, all orders normally placed with L. D. Collins and Company Limited should, after 1st April 1981, be addressed to:

Cox Continental Limited Whiddon Valley, Barnstaple, Devon EX32 8NS
Telephone: 0271 75001



Nicholas Laboratories Limited

PRICE REVISIONS

The following prices are effective as and from 30th March 1981

PRODUCT/ SIZE	Retail Selling Price (incl. VAT)	Standard Wholesale Price per case
RENNIE		
12's	22p	£5.325
25's	41p	£6.515
50's	69p	£5.470
100's	99p	£7.975

Nicholas

Nicholas Laboratories Limited, PO Box 17, Slough
SL1 4AU. Telephone: Slough 23971.

Rennie is a pharmaceutical product and is subject to
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Shopfittings**

S & N profits up despite slump in cosmetic sales

Smith & Nephew have reported a 10 per cent increase in pre-tax profits for the year ended January 3, 1981, to £243m despite a rise in sales of only 4 per cent, to £213.5m. Profits before tax for the first quarter are also expected to show an improvement on the same quarter for 1980.

Sales exclude discontinued activities, including their cosmetics activities, and overall £3.9m has been written off to allow for the costs of closures.

By activity, medical and healthcare—by far the largest concern—showed sales of £102.9m (£85.7m) and an operating profit of £13.6m (£11.2m), giving a profit margin of 13.2 per cent (13.1). Personal hygiene had a turnover of £36m (£31.8m), profit of £5.3m (£4.0m) and a profit margin of 14.7 per cent (12.6). Toiletries and cosmetics naturally showed a slump in sales to £18m (£29.6m) but operating profit showed a healthy move up to £1.8m (£1.3m). Profit margins in this sector rose sharply to 10 per cent (4.4). Medical and other textiles and plastics and tapes showed fairly static sales but operating profit dropped on

both as did the margins made.

The UK held the lion's share of the company's business with £128.5m (£130.5m) worth of sales and £14.3m of total operating profit (£14.1m).

British Tissues had a "very successful year" and contributed £2.4m to group pre-tax profits. Last June S & N increased their stake in the company from 25 to 50 per cent.

The report also notes that subsequent to the year-end, the group acquired from Avon Rubber Company Ltd their subsidiary Avon Medicals Ltd which manufactures and distributes a range of specialised disposable medical devices principally for use in life support. S & N say the range of products is complementary and further strengthens their position in the medical and healthcare fields. The book value of assets acquired was £3.6 million.

The remaining 50 per cent not already owned by the company in Laboratoires Fisch—plasters—was acquired last November. Sales of Fisch in 1980 were £9.6m, but these were not consolidated in the results. ■

3M takeover

3M United Kingdom Ltd have acquired the whole of the shares of two private companies—Gratispool International Holdings Ltd and Finglas Laboratories Ltd of Eire.

Gratispool, founded in 1938 and with headquarters at Heathrow, is a major British photographic company engaged in the business of photographic processing and apart from its UK operation, the company has interests in Europe. Finglas Laboratories Ltd is a photographic processing company based in Dublin. The turnover of Gratispool in 1980 was £34m.

3M's managing director Robert C. Olney becomes chairman of the board of management. Mr Ron Houslip will continue as deputy chairman and Mr Paul Malton, managing director, will also remain on the board. Olney says that this acquisition is in line with 3M's policy of continuous growth and expansion:

"It enhances the company's position in the photographic market-place by giving it an opportunity to broaden its development in the field and improving service to its customers and to the consumer."

It is the intention of 3M to maintain employment of Gratispool personnel and to retain and eventually expand the Gratispool organisation which will continue to trade under its own name. ■

Ciba predict a loss

Ciba-Geigy are predicting a "very large loss" for their UK group despite a 6 per cent increase in sales for 1980.

Sales reached £425 million, but restructuring costs within the group—particularly for Ilford Ltd and the company's plastics and additives interests—will greatly affect margins. Export sales rose from £148m in 1979 to £168m and capital expenditure is expected to be in the region of £28m. ■

Beatson's optimistic at halfway stage

Despite a fall in pre-tax profits for 1980, from £1.7 million in 1979 to £1.2m, Beatson Clark are relatively happy considering the state of finances at the halfway stage. Turnover was up 14 per cent for the year from £22.4m to £25.5m.

The strength of sterling and increased overseas competition affected exports, though a slight rise in exports and overseas sales was recorded—up from £6m to £7.3m.

Home sales were particularly affected by the increased use of alternative packaging such as blister packs and foil. Some two thirds of the company's business is in pharmaceutical packaging and a third of this is in containers for solid dose drugs. It is this latter category that has been particularly hit by the competition, say Beatson's, and they told *C&D* that a programme looking at production costs and productivity improvements that began in 1980 has continued into this year.

The company now hope that a combination of their efforts and the "superiority of glass as a packaging medium for pharmaceuticals" will stimulate demand and allow the full utilisation of capacity available at their Rotherham plant. ■

Two into one

BOC International Ltd's two major health care businesses, Medishield Corporation Ltd and Ohio Medical Products (a division of Airco, Inc), have been placed under a single management. Desmond H. O'Connell, Jr, group vice president of Airco, is now responsible for both businesses.

Reporting to Mr O'Connell will be a small operational staff which will ensure the closer integration of the group's health care business, especially in the areas of marketing, product development and manufacture. David Needham, PhD, a director of Medishield since 1976 and previously managing director of Cyprane, has taken up the position of director of technical and product planning for the combined Medishield/Ohio group.

Two new managing directors have been appointed to manage Medishield's medical equipment and intravenous businesses, which have now been separated. They are Roy Hitchens, FCCA (managing director—equipment) and Laurie Rostron (managing director—intravenous products), both of whom have been directors of Medishield since 1976. ■

CIA and unions attack Government

The Government's apparent intention to provide no more than "minimal help" to industry in its campaign against crippling energy costs has prompted the Chemical Industries Association's president to write to the Prime Minister pleading for an "urgent reassessment" of the situation.

In his letter to Mrs Thatcher, Mr David Horner emphasises points contained in a detailed aide-memoire which show that unless "British industry's present energy cost disadvantage is eliminated, a continuing deterioration in the position of UK energy-intensive industries is inevitable . . .", leading to more and more permanent plant closures and an increased need for imported products.

Only urgent major measures to improve energy pricing and "a much more helpful government response" will prevent irreversible damage, the letter concludes.

Expressing similar sentiments, Britain's major chemical union, the General & Municipal Workers Union, has launched its "Campaign for Chemicals". The Union is issuing a six-page broadsheet to all its shop stewards in the industry in the next three weeks. MP's will also be involved.

David Warburton, national industrial officer of the GMWU, and secretary of the Chemical Unions Council says: "Our campaign is now more important since the disaster of the Budget. Investment in the industry has collapsed, output has slumped and more workers are out of work in chemicals than at any time since the 1930's. Chemical workers have boosted productivity by 43 per cent over the past ten years only to be rewarded by the threat of unemployment." ■

Patent expiration warning

Pharmaceutical companies in Europe who fail to prepare now for a floodtide of patent expirations will be "falling by the wayside" or "gobbled up," according to a study by Frost & Sullivan, Inc, New York, which looks at the main patent characteristics of 600 pharmaceutical substances with extant patents in four European countries.

Those major companies which rely on sales of one or two products protected by patents, most of which expire within the next 10 to 15 years, will be especially vulnerable, F&S say. The report is intended to provide the "decision-making data essential for forward planning"—data on the patent



Lord Gowrie, Minister for Employment (third left) at Glaxo's Ulverston factory with Mr M. Lennox-Boyd, MP and Dr J. Kennedy, factory manager (fourth and fifth from left respectively).

life of drugs, their patent holders, and where they are being used, if at all.

Inroads being forged by preventative medication and self-medication are other changes in the production of "ethical" pharmaceuticals found in the study.

The main section of the report provides an alphabetical listing by approved name of all identified patented substances, followed by the major anatomical classification of branded entities containing those therapeutics. Appendices list, by country, those branded products along with the basic ingredient having an extant patent, as well as manufacturers.

"Patent Cover Status of Ethical Pharmaceuticals in the UK, Ireland, France, Belgium and Luxembourg" (£587) is available from: Frost & Sullivan Ltd, 104 Marylebone Lane, London W1M 5FU. ■

High streets lose out to superstores

The major development in UK retailing in the 1980's will be the rapid rise of superstores at the expense of traditional High Street outlets, but the growth of such stores is predicted to level out by the middle of the decade as established shopping patterns regain confidence with the public, says a report published this week.

Overall, independent retailers generally are set to lose more of their sales to multiples, but the decline is expected to bottom out and hold steady the independent's shares of retail sales at 25 per cent.

One way independents are fighting back, comments the report, is by the formation of voluntary groups, which, they say, "are just establishing themselves in the non-food sector". Interestingly, the example given in the chemist trade is "Care", which for the past six years has been known as Numark.

The report also states that sales

Employment Minister visits Glaxo

The Earl of Gowrie, Minister for Employment, accompanied by Mr M. Lennox-Boyd, MP for Morecambe and Lonsdale, visited Glaxo Operations UK Ltd, Ulverston, last week.

They were welcomed to Glaxo by the factory manager, Dr James Kennedy, and introduced to senior staff, then shown the production methods and control procedures at the factory.

The Glaxo Operations factory at Speke was visited by Liverpool's Lord Mayor, Councillor James Ross recently. He met trade union officials and members of management and made a tour of the factory. ■

APPOINTMENTS

■ **Stanley Stride Ltd:** Mr Humphrey Lattin has been appointed to develop sales in their "continued expansion programme."

■ **Merck, Sharp & Dohme Ltd:** Mr John Culling and Dr William Currie have been appointed to the board. Mr Culling is director of legal and external affairs and Dr Currie is medical director of the company.

■ **Vidal Sassoon Inc:** Ms Karen R. Hall is promoted to vice-president, international products division. Ms Hall's most current position has been vice-president, sales of Vidal Sassoon Inc, domestic division in the US. Mr Stephen Garman, managing director of the VS Company Ltd, a wholly owned subsidiary of Vidal Sassoon Inc, has also assumed the responsibility of managing director, Europe.

■ **Sterling-Winthrop Group Ltd:** Mr David Bysouth has been appointed managing director of Sterling Health. He joined the group in 1962 as an accountant, and was appointed finance director of Sterling Health in 1971. In 1974, Mr Bysouth became finance director of the group's Izal production division and its chief executive in the following year. He rejoined Sterling Health as director and general manager in 1977.

through independent chemists and photographic dealers have held up well over recent years and that Boots is the most successful chemist multiple, but many of the smaller multiples have "struggled to survive".

"Retail Trade in the UK 1981" (£75) is available from Euromonitor Publications Ltd, PO Box 26, 18 Doughty Street, London WC1N 2PN. ■

Paraffins higher

London, March 24: Liquid paraffin and white oils have been advanced by 2½p litre and the petroleum jellies by £15 metric ton.

For the first time in six months Brazilian menthol has fallen at origin; spot also eased to its lowest level for two months. Natural camphor powder was down by 50p kg on the spot making it identical with the cif price.

In essential oils Brazilian peppermint was up by 5p kg on the spot although shipment was easier by 20p. Petitgrain failed to hold the whole of the previous week's rise and was down 30p kg.

Spices were quiet again with most previous rates repeated—exceptions were turmeric and ginger for shipment. Among botanical drugs cascara, cherry bark and kola nuts were lower while liquorice root was dearer.

Pharmaceutical chemicals

Acetarsol: £19.30 kg in 50-kg lots.
Aspirin: Ten-ton lots £1.96 kg; imported from £0.90.
Aluminium chloride: Pure crystals in 50-kg lots £1.353 kg.
Atropine: (per kg in ½-kg lots) Alkaloid £200.50; methonitrate £179; sulphate £169.90.
Caffeine: BP anhydrous £4.61 kg in 100-kg lots.
Calamine: BP £758 per 1,000-kg delivered.
Calcium ascorbate: £7.28 kg in 5-kg pack.
Calcium carbonate: Precipitated BP £270 metric ton delivered UK.
Calcium chloride: BP anhydrous 96/98% £1.21 kg in 50-kg lots of powder; £1.23 hexahydrate crystals BP 1968 £0.95.
Calcium gluconate: £1,960 per metric ton.
Calcium lactate: 100-kg lots £1.37 kg.
Calcium pantothenate: £7.53 kg in 25-kg lots.
Dihydrocodeine bitartrate: £535 kg in 20-kg lots; Subject to Misuse of Drugs Regulations.
Ferrous fumarate: BP £1.60 kg in 750-kg lots minimum.
Ferrous gluconate: £2,375 per metric ton.
Ferric citrate: £5 kg in minimum 250-kg lots.
Hypophosphorous acid: (Per metric ton in 50-kg lots). Pure 50% £454.75; BPC (30%) £326.71.
Iodides: (Per kg) Ammonium £13.15 (50-kg lots); potassium £6.90 (250 kg); sodium £9.85 (50 kg).
Iodine: Resublimed £9.70 kg in 250-kg lots; crude £8 in 500-kg lots.
Iodoform: USNF £17 kg in 50-kg lots.
Magnesium carbonate: BP per metric ton—heavy £740-£745; light £640.
Magnesium chloride: BP crystals £1.05 kg for 50-kg lots.
Magnesium dihydrogen phosphate: Pure £2.45 kg in 50-kg lots.
Magnesium hydroxide: (metric ton) BPC light £1,800; 28 per cent paste £550.
Magnesium oxide: BP per metric ton, heavy £1,700 light £1,800.
Magnesium sulphate: BP £147.10-£150 metric ton; commercial from £118.50; exsiccated £310.60.
Magnesium trisilicate: £0.70 kg in minimum 1,000-kg lots.
Methadone hydrochloride: £330 per kg. Subject to Misuse of Drugs Regulations.
Noscapine: Alkaloid: £33 kg for 100-kg; hydrochloride £36.30.
Opiates: (£ per kg) in 1-kg lots; subject to Misuse of Drugs Regulations—Codeine alkaloid £600-£604 as to maker; hydrochloride £520; Phosphate £460.50-£462; sulphate £520. Diamorphine alkaloid £821; hydrochloride £748. Ethylmorphine hydrochloride £585.50-£591. Morphine alkaloid £667-£668; hydrochloride and sulphate £544-£545.
Papaveretum: £390 kg; 5-kg lots £355 kg. Subject to Misuse of Drugs Regulations.
Paraffin liquid: BP £0.667 litre on 210-litre drums; light BPC 1963 £0.594; Technical white oil WA23 £0.582; WA21 £0.611.
Petroleum jelly: BP soft white grade 54 £481 metric ton delivered UK in 170-kg drums; yellow BP in grade 60 £481 in 174 kg drums.
Strychnine: Alkaloid £74.30 per kg; sulphate and hydrochloride £60.40 kg 5-10 kg lots.
Talc: BPC sterilised £646 metric ton in 50-kg; £388 for 1,000-kg lots.

Tartaric acid: £1,795 per metric ton.
Tetracycline: Hydrochloride £14 kg; oxytetracycline £12.50 in 250-500-kg lots.
Yohimbine hydrochloride: £350 per kg; £340 kg in 5-kg lots.
Zinc acetate: Pure £1.31 kg in 50-kg lots.
Zinc carbonate: Pharmaceutical grade £720 per metric ton.
Zinc chloride: Anhydrous powder £450 metric ton, delivered U.K.

Crude drugs

Agar: Spanish £7.80 kg spot.
Curacao: unquoted.
Aloes: Cape £1,250 metric ton spot; £1,230, cif.
Balsams (kg) Canada: Dearest at £12.50 on the spot; shipment, £11.40, cif. **Copaiba:** no offers. **Peru** £9.45 spot; £9.20, cif. **Tolu** £6.15 spot.
Belladonna: (kg cif) herb £0.60 leaves and root unquoted.
Benzoin: £180 cwt, cif.
Camphor: Natural powder £7.50 kg spot and cif. Synthetic 96% £1.25 spot; £1.20, cif.
Cardamoms: Alleppy green £4.50 kg, cif.
Cascara: £1,270 metric ton spot; £1,245, cif.
Cherry bark: Spot £1,275 metric ton; shipment £1,225, cif.
Ginger: Cochinchina £600 metric ton spot; £535, cif. Other sources not quoted.
Honey: (per metric ton in 6-cwt drums ex warehouse). Australian light and medium ambers £690-£720 Canadian £800; Mexican £580; Argentinian (white) £680.
Kola nuts: £450 metric ton spot; £400, cif.
Liquorice: Root, no spot; £520 metric ton, cif. Block juice £1,400 metric ton spot.
Menthol: (kg) Brazilian £5.60 spot; £5.75, cif. Chinese £4.90 spot and cif.

Seeds: (metric ton, cif). **Anise:** China star £1,135 for shipment. **Celery:** Indian £425. **Coriander:** Moroccan £180. **Cumin:** Indian £570. **Fennel:** Indian £450. **Fenugreek:** Moroccan £275; Indian £290.
Senega: Canadian £9.40 kg spot; £9.10, cif.
Turmeric: Madras finger £360 metric ton spot; £270, cif.

Essential and expressed oils

Almond: Sweet in 1-ton lots £1.50 kg duty paid
Anise: (kg) Spot £12.40; shipment £11.80, cif.
Cinnamon: Ceylon leaf £2.65 kg spot; £2.38, cif; bark: English-distilled, £155.
Eucalyptus: Chinese £1.98 kg spot; £1.92, cif; Portuguese £1.80, cif.
Lemon: Sicilian best grades from £26 kg in drum lots.
Lemongrass: Cochin £4.50 spot; £4.25, cif.
 Lime: West Indian £15 kg spot.
Nutmeg: East Indian £7.25 kg spot; £6.90, cif. English distilled £15.
Orange: Florida spot £0.75 kg; £0.62, cif; Brazil £0.45 kg ex-store.
Palmarosa: £12.50 kg spot; £11.50, cif.
Peppermint: (kg) Arvensis—Brazilian £5 spot; £4.90, cif. Chinese £3.20 spot; £3.10, cif. American piperata £8.95, cif.
Petitgrain: Paraguay £8.80 kg spot; £8.80, cif.
Spearmint: Chinese £9 kg spot; £6.75, cif American £9.50, cif, spot.
Thyme: Red £45-50% £15 kg spot; 50-55% £17.
Vetivert: Java £11.25 kg spot; £10, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Symposium on 'drugs and the elderly'

The newly-established UK Clinical Pharmacy Association is deciding its first year's programme.

A symposium on "Drugs and the elderly," to be held at Good Hope Hospital, Sutton Coldfield, on October 18, will cover material relevant to both hospital and general practice pharmacists. An intensive course in practical pharmacokinetics is planned in November for those about to set up therapeutic drug monitoring services in hospitals. Workshop sessions on clinical pharmacy education and training will be held in London in July and Edinburgh in September.

The association, open to all pharmacists working in the UK, aims to stimulate development of clinical pharmacy practice (C&D, February 7, p270). Details from the secretary Mr A. M. S. Cullen, 55 Hartington Way, Mickleover, Derby DE3 5BH. ■

Monday, March 30

East Metropolitan Branch, Pharmaceutical Society, Churchill Room, Wanstead Library, Spratt Hall Road, London E11, at 8 pm. Mr R. E. Tuffin, secretary. Anglia region, PSGB, on "The art and science of winemaking".

Tuesday, March 31

Mid-Glamorgan Branch, National Pharmaceutical Association, Hawthorn Centre, Treforest, at 8 pm. Annual meeting followed by Dengar Evans on "The NPA as I see it".

Wednesday, April 1

Sheffield Branch, Pharmaceutical Society, Jessop

Hospital lecture theatre, at 8 pm. Mr Idris Hughes on "Biography of a dispensary computer, August 1978-August 1984".

Plymouth Branch, Pharmaceutical Society, Greenbank Hospital medical central lecture theatre, at 8 pm. Joint seminar with local branch of the British Medical Association.

Thursday, April 2

Dundee & Eastern Scottish Branch, Pharmaceutical Society, Ninewells medical school lecture theatre 3, at 7.30 pm. Annual meeting followed by a talk and colour slides on New Zealand.

Hounslow Branch, Pharmaceutical Society, West Middlesex Hospital lecture theatre, Twickenham Road, Isleworth, at 8 pm. Annual meeting.

Huddersfield Branch, Pharmaceutical Society, Commercial Hotel, Church Street, Paddock, at 8 pm. Annual meeting.

Sunday, April 5

Institute of Pharmacy Management International annual general meeting, White Hall Hotel, Bloomsbury Square, London WC1 at 4pm. Tea and biscuits will be available from 3.30pm

Advance Information

Allergan contact lens presentations. Dr Stuart Eriksen, head of contact lens research, on "The care and maintenance of the gas permeable lens" at the Post House Hotel, Newcastle, on April 6; Lord Daresbury Hotel, Warrington, April 7; Grand Hotel, Birmingham, April 8; Coburg Hotel, London W2, April 9; Park Hotel, Cardiff, April 10; Tara Towers Hotel, Dublin 4, April 13, and Limerick Inn, Limerick, April 14; all at 7.30 pm. Applications (free) to Clara Woodhouse, Allergan Ltd, Fennels Lodge, St Peters Close, Loudwater, Bucks HP11 1JT.

Psoralens in cosmetics and dermatology symposium, Paris Sheraton Hotel, April 13-15. Further information from Patrick Skinner, European Public Relations Ltd, 109 Bolsover Street, London W1P 7HF.

London Enterprise Agency weekend courses, School of Management Studies, Polytechnic of Central London, starting April 24. The course will be held over four weekends of which the first and last will be residential and has been prepared to help potential entrepreneurs develop their business plans. Further details from London Enterprise Agency, 69 Cannon Street, London EC4N 5AB.

Bromley Branch, Pharmaceutical Society, Spinning Wheel, Westerham, on April 30. Annual dinner dance. Tickets (£10) from Mrs B. Jollye, The White House, Greenlands Road, Kemsing, Kent.

Cosmoprof and Packmatic exhibitions, Bologna, April 24-27. Information from Cosmoprof, Piazza della Costituzione 6, 40128 Bologna, Italy.

APS Wallace Hemingway Memorial Lecture, D4 lecture theatre, School of Pharmacy, University of Bradford, on April 29, at 8 pm. Dr David Ganderton, Pharmaceuticals Division, Imperial Chemical Industries Ltd, on "Medicines for the rest of the century".



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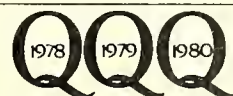
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Salary: £3,648-£4,773 + £527 London Weighting per annum.

For further details please contact Mr. Jeff Ashford, Principal Pharmacist, on 01-672 1255 Ext. 4314.

Application forms and job descriptions are available from Mr. Brian Sorrell, Administrative Assistant, St. George's Hospital, Blackshaw Road, Tooting, S.W.17. 0QT. Tel. No. 01-672 1255 Ext. 4121.

Closing date: 21st April, 1981.

Business for sale

**X1 — NORTH-EAST MAN-
CHESTER** — Lock-up shop with
tenanted flat serving this residential
area, with no competition. Turn-
over for 1980/81 approximately
£120,000 with scripts averaging
2,750 per month, but in peak
months achieved 3,200. Property
£15,000 goodwill fixtures and fit-
tings £25,000 plus stock at val-
uation approximately £16,000.

**X2 — SOUTH-WEST LAN-
CASHIRE** — Large, excellently
modernised and fitted out property
close to town centre. Turnover to
30th April 1980 £107,636. Scripts
average 2,300 per month. Good fu-
ture potential. Freehold property
£27,500, goodwill fixtures and fit-
tings £12,000, stock at valuation
approximately £20,000.

X3 — RHONDDA VALLEYS —
Substantial shop with terraced
house requiring modernisation
attached. Turnover 1980 £172,508.
Scripts average 3,650 per month.
Freehold property £20,000, stock at
valuation approximately £14,000.
Offers are invited for the goodwill,
fixtures and fittings in the region of
£26,000.

X4 — GWENT — Main road lock-
up premises in this pleasant resi-
dential village, north of Newport.
Turnover to 31st December 1979
£151,387. Scripts average 2,200 per
month. Good sized, well appointed
premises are held on lease at only
£350 per annum. Offers are invited
for goodwill, fixtures, fittings and
leasehold interest of around

£37,500. Plus stock at valuation
which will be approximately
£12,000.

**X5 — CHESHIRE/LANCA-
SHIRE BORDER** — This high
street Pharmacy offers considerable
scope for improvement by an
energetic owner. Scripts average
1,500 per month. Turnover over
£80,000 per annum. Freehold
property for sale at £17,000.
Goodwill and fixtures £3,500. Stock
at valuation approximately
£12,500. The present owner is retir-
ing.

X6 — WIRRAL — This branch
pharmacy serves a pleasant resi-
dential area with turnover of
£83,507 and scripts 1,600 per
month approximately. The shop is
bright and well fixtured and there is
a 2/3 bedroomed flat above. Pre-
mises on lease at £1,850 per annum.
Goodwill, fixtures and fittings only
£5,000. Plus stock at valuation
approximately £11,000.

X7 — SOUTH MANCHESTER —
Drug store opportunity. Busy main
road position. Average weekly cash
sales £2,000, rent £2,500 per
annum, goodwill and fixtures
£32,000 o.n.o. Stock at valuation.

**X3 — SALFORD (LAN-
CASHIRE)** — Lock-up shop serv-
ing council estate, turnover to 31st
March 1981 expected £90,000.
Based on 1,600 scripts per month.
Rent £750 per annum, Goodwill
and fixtures £8,000 plus stock at
valuation approximately £12,500.



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BEAT THE BUDGET AT No. 1

This is not an April Fool joke in March. These are just a few of our many March sale bargains with many more arriving daily. We do not claim to be the biggest or need bulk buyers. We are not afraid to show our prices which say it all.

Aramis 60 ml Cologne £3.90 Aramis 5 pc Gift Sets £3.99
Charlie 40 grams Spray £1.90 Coty Eyeshadows £2.40 doz
Coty Lipsticks £2.16 doz Coty Lipgloss £2.62 doz
Givenchy Boxed After Shave Spray £1.95 Givenchy 3 1/2oz 109 cc E.D.T. £4.90
Carven Ma Grisse T.W. Spray 52 ml £1.95 Rubinstein 2 oz Sprays £1.05
Y.S.L. "Y" 4 oz E.D.T. Spray Box Recharge £3.10
Coty Smitty Soap £2.40 doz Coty Smitty Dusting Bowls £0.59
L'Aimant 50 gram Spray E.D.P. £0.99 Coty Lip 'n' Cheek Lipstick and Blusher £3.60 doz

ALL BELOW TRADE

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Cinnabar (Alliage), Opium

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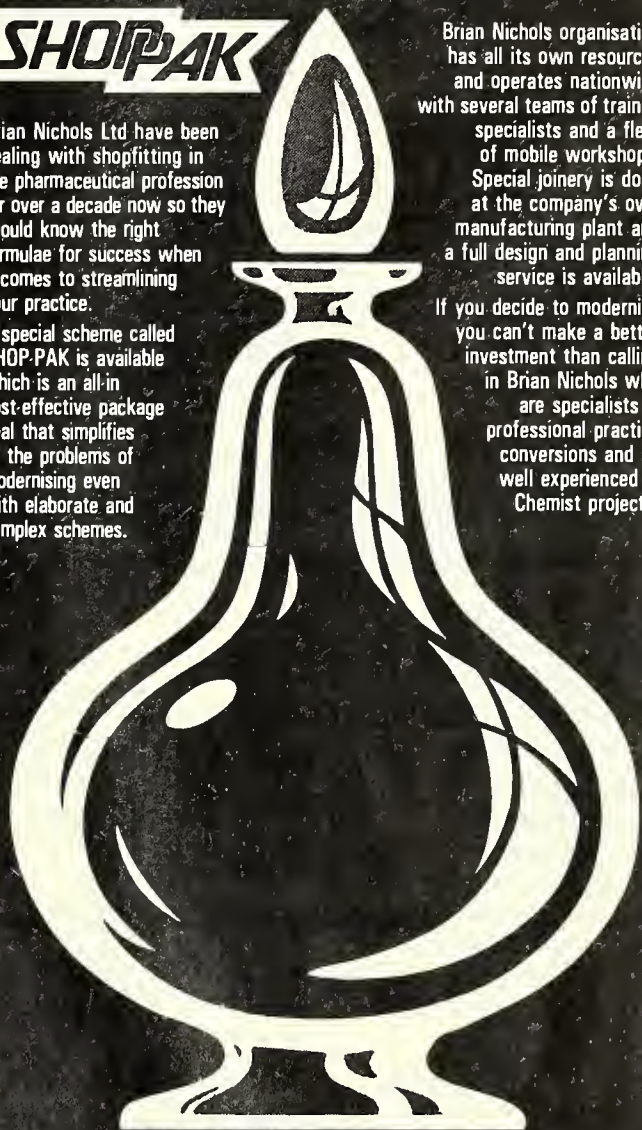
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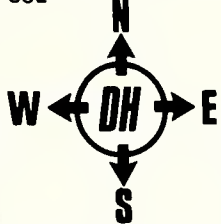
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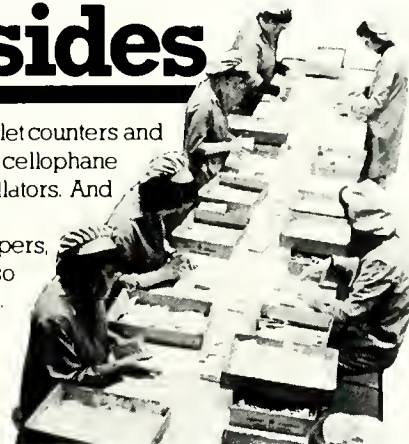
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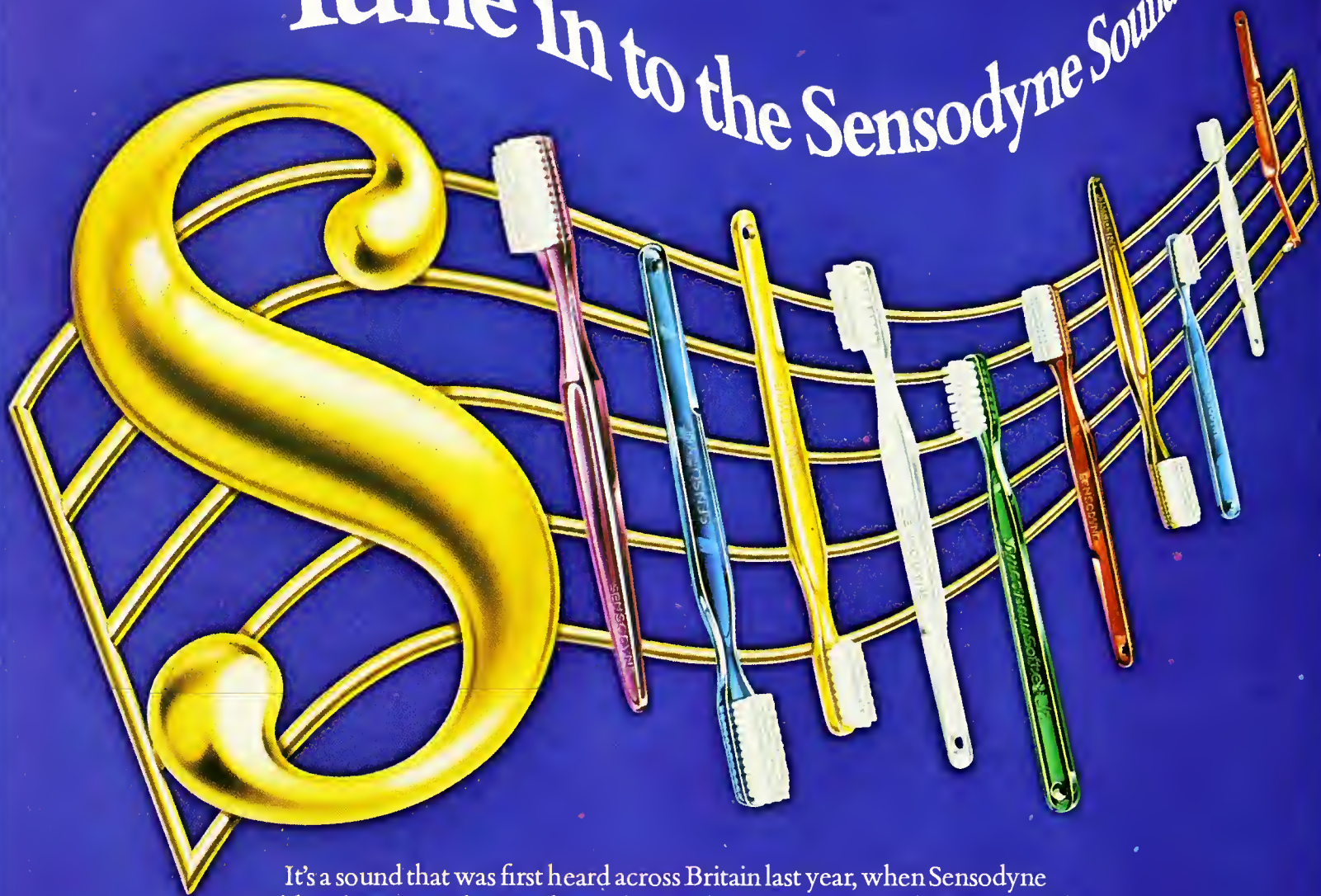
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